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REPORT NO. 26

VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES

1965 AND 1966



Peter Klopchic, Ph.D.
Travel Research Branch
Ontario Department of Tourism and Information
Toronto, Ontario September, 1967

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Title

Introduction

REPORT NO. 26

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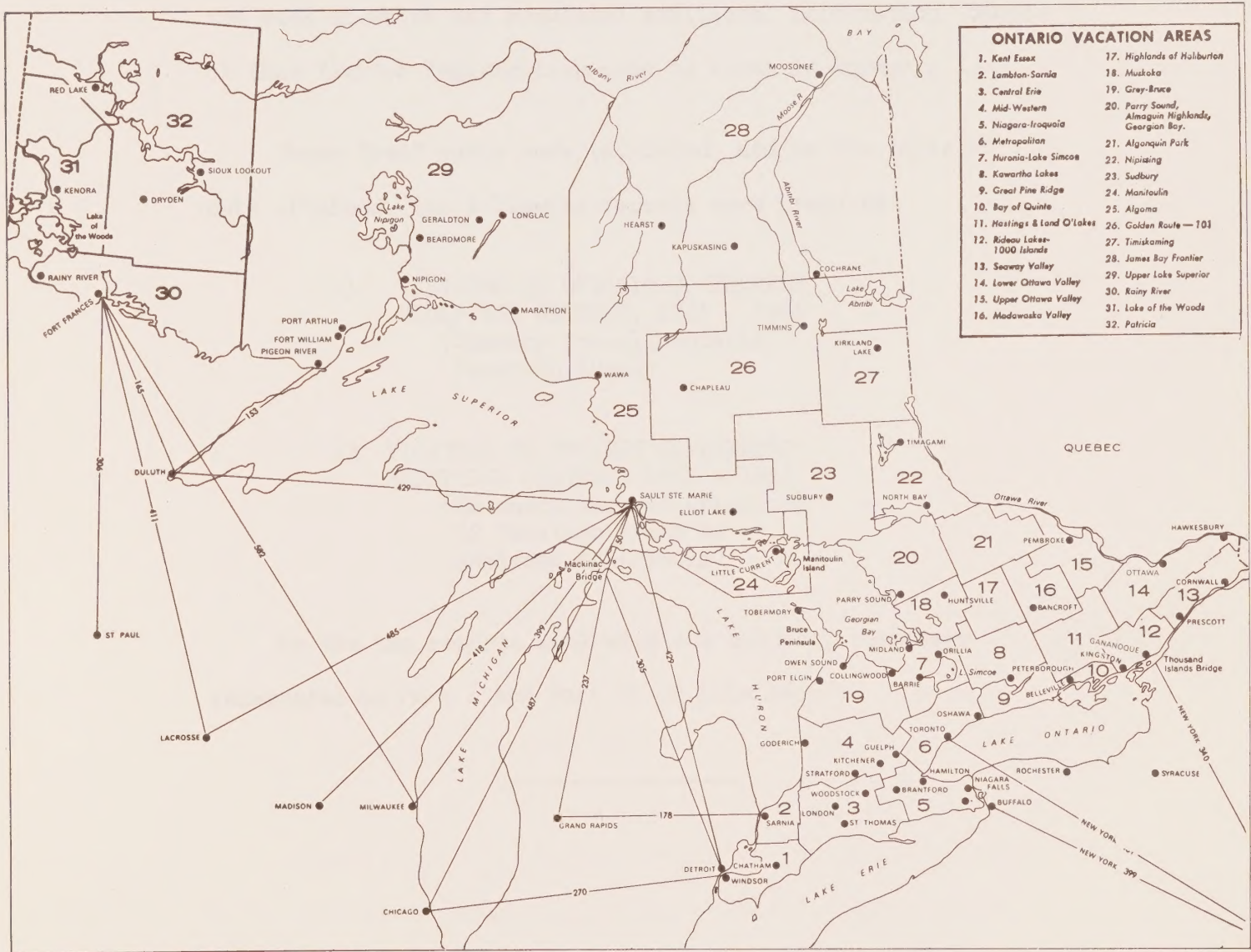
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PROVINCE OF ONTARIO

Introduction

In 1966, 303,996 tourist-parties, or 1,035,175 tourists, visited Ontario Government Reception Centres situated at 18 locations throughout the province.

While at the Centre, the head of each party was invited to fill out a Visitor Registration card, and every tenth head of party was asked to fill out a special "red" card on the back of which was requested additional information. Sample of this Visitor Registration card is shown in Appendix I.

These "red" cards were tabulated, and on the basis of data obtained, the following reports were prepared.

- 1) VISITORS TO ONTARIO GOVERNMENT
RECEPTION CENTRES, 1965 - 1966
(Summary for all Ontario
Vacation Areas)
- 2) VISITORS TO ONTARIO GOVERNMENT
RECEPTION CENTRES, 1965 - 1966
(In which each of Ontario's
32 Vacation Areas is
analysed separately)

As the two reports deal with one subject, they were integrated as Part I and Part II of this Report.

Sampling Procedure

More than 19 million tourists from the United States are known to have visited the province in 1966, and of course there were interprovincial visitors, and large numbers of Ontario residents who travelled during the year in Ontario.

A small percentage of U.S. travellers in Ontario visited the Government Reception Centres (approx. 5%) and as data for this report was obtained from 10% of this number obviously those represented in the sample are only a small segment of the total number of tourists in the province.

However, in spite of this small sample (10,888 U.S. visitor-parties filled out the "red" Visitor Registration Cards) we believe data obtained on the origin, travel patterns, and final destination of visitors to Ontario has some validity and that those who visited the Government Reception Centres are representative to some extent, of the average U.S. tourist to Ontario and therefore the data and graphs which follow are representative.

The Department of Tourism and Information is planning a study to be made in 1968 which will be developed in a manner to reveal how representative the visitor to our Government Reception Centres is of the average tourist.

PART I
VISITORS TO ONTARIO GOVERNMENT
RECEPTION CENTRES
1965 AND 1966

Origin of Visitors

Origin of U.S. visitors to Ontario for the years 1965 and 1966, who registered at Ontario Government Reception Centres, is shown in Table I. An interesting point is that each year, the various states of the U.S.A. generated more or less the same percentage of visitors to the Reception Centres. For example in 1965, the state of Michigan generated 28.95 per cent of visitors, and in 1966, 30.92 per cent.

The same similarity may be observed in the other states shown in this Table, and over the two years, the reliability of data obtained is confirmed.

Table II shows the origin of Canadian visitors (including those from Ontario) who registered at Government Reception Centres in 1965 and in 1966. The similarity between the two years is also significant in their case.

ORIGIN OF U.S. TOURISTS VISITING ONTARIO GOVERNMENT RECEPTION CENTRES

1965 AND 1966

100%
90
80
70
60
50
40
30
20
10
0

1965
1966

Michigan

New York

Ohio

Pennsylvania

Illinois

Minnesota

New Jersey

Wisconsin

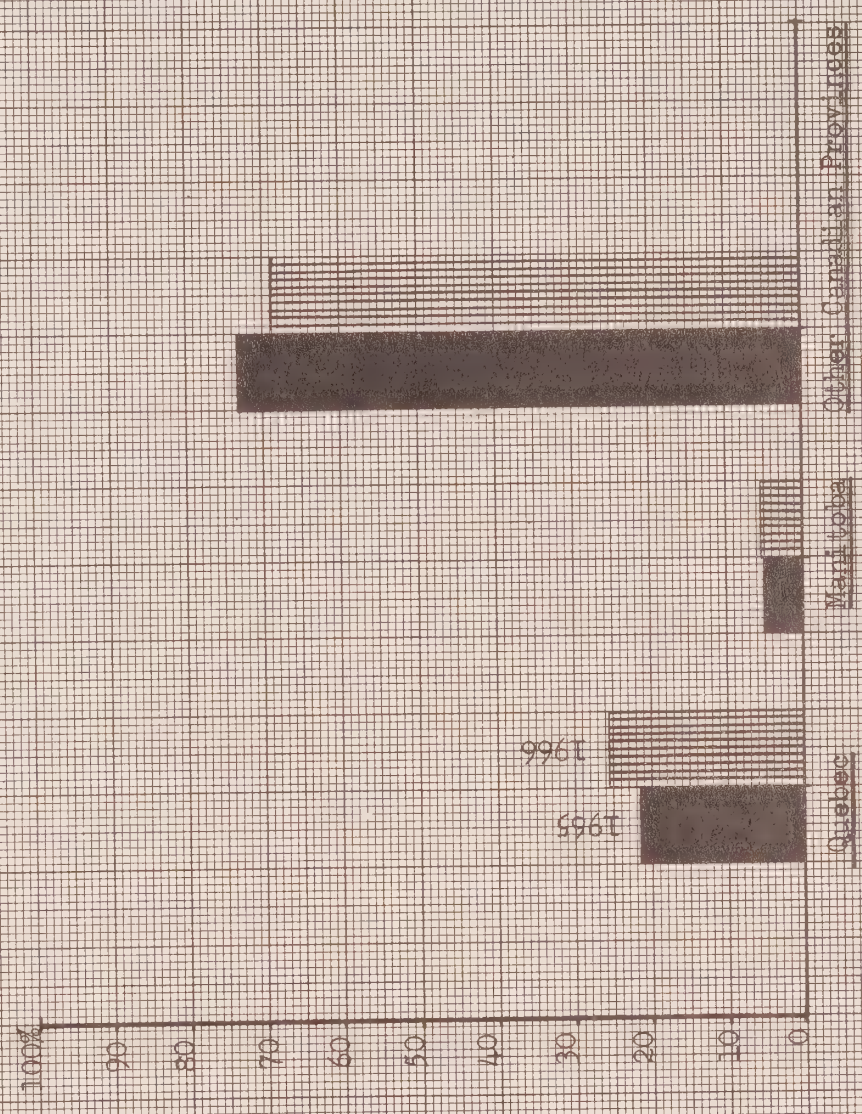
Massachusetts

Indiana

Other U.S.

ORIGIN OF CANADIAN TOURISTS VISITING ONTARIO GOVERNMENT RECEPTION CENTRES

1965 AND 1966



Destination of U.S. Visitors to Ontario
Government Reception Centres

Table III shows information on destination of U.S. visitors, by Vacation Areas, for the years 1965 and 1966. Here, there is again similarity between the two years, confirming validity of data.

The destinations, in order of importance, of U.S. tourists in Ontario are as follows:

<u>Vacation Area</u> <u>Visited</u>	<u>Per cent of U.S.</u> <u>Visitors in 1966</u>	<u>Length of</u> <u>Stay in Days</u>
Niagara-Iroquoia	24.35%	5.1
Kent-Essex	12.51	5.8
Algoma	8.58	6.3
Seaway Valley	7.46	7.3
Rideau Lakes - 1,000 Islands	7.39	5.9
Lambton-Sarnia	6.61	3.5
Upper Lake Superior	5.39	7.4
Total - above Vacation Areas	72.29%	

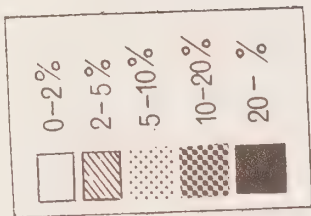
There is a popular misconception that locations close to the U.S. border would likely be visited for a short length of time, but Table X and the above data proves the average length of stay in vacation areas close to the U.S. border is more or less the same as the average for the province, which is 6.3 days per visiting tourist.

Table III and Table X give a fairly good indication of where the majority of U.S. visitors who registered at Government Reception Centres spend their vacations. Obviously, private business, Chambers of Commerce, and of course, the Ontario Department of Tourism and Information should pay special attention to vacation areas preferred by U.S. visitors as there is a very close correlation between guest-days (*) and the amount of money spent in the community. It is also interesting that the seven vacation areas preferred by U.S. tourists were visited by 72.29% of those registering at Reception Centres.

Note: (*) Guest-days are calculated by multiplying the number of tourists by the average length of stay, i.e., if ten tourists stay five days each, they accumulate fifty guest-days (or tourist-days).

DESTINATION OF U.S. TOURISTS
VISITING ONTARIO GOVERNMENT
RECEPTION CENTRES - 1966

GRAPH NO. 3



Ontario Vacation Areas

- 1 Keweenaw
- 2 Lambton-Shelburne
- 3 Central Erie
- 4 Mid-Western
- 5 Niagara-Iroquois
- 6 Metropolitan
- 7 Huron-Lake Simcoe
- 8 Kawartha Lakes
- 9 Great Five Ridge
- 10 Bay of Quinte
- 11 Hastings and Ojibwa
- 12 Rideau Lakes-1000 Islands
- 13 Sawney Valley
- 14 Lower Ottawa Valley
- 15 Upper Ottawa Valley
- 16 Madawaska Valley
- 17 Highlands of Haliburton
- 18 Muskoka
- 19 Grey Bruce
- 20 Parry Sound
- 21 Algonquin Park
- 22 Nipissing
- 23 Sudbury
- 24 Manitoulin
- 25 Algonquin Route-101
- 26 Golden Horseshoe
- 27 Timiskaming
- 28 James Bay Frontier
- 29 Upper Lake Superior
- 30 Rainy River
- 31 Lake of the Woods
- 32 Parry Sound

Destination (by Ontario Vacation Areas) of Canadian Tourists

The proportion of Canadian visitors in Ontario (including travelling Ontario residents) by vacation area destination differs considerably from that of U.S. visitors, as illustrated in Table IV.

The destinations, in order of importance, of Canadian tourists in Ontario, are as follows:

<u>Vacation Area Visited</u>	<u>Per cent of Canadian Visitors in 1966</u>
Seaway Valley	22.90%
Niagara Iroquoia	10.35
Rideau Lakes - 1,000 Islands	8.22
Huronian - Lake Simcoe	7.03
Metropolitan	6.21
Lower Ottawa Valley	5.92
Muskoka	4.99
Total - above Vacation Areas	65.62%

In this case, the above seven vacation areas were visited by 65.62 per cent of Canadian visitors registering at Ontario Government Reception Centres.

The Seaway Valley Vacation Area was most popular with Canadians, and only fourth in popularity with Americans. The Niagara-Iroquoia Vacation Area which had first preference with Americans, was second with Canadians, and the Rideau Lakes - 1,000 Islands Vacation Area had the third preference of Canadians, but fifth with U. S. visitors.

There is no coincidence of U.S. and Canadian visitor destinations, for the rest of the Ontario vacation areas, and the destinations of Canadian visitors by vacation areas were similar in 1965 and in 1966.

DESTINATION OF CANADIAN TOURISTS VISITING ONTARIO GOVERNMENT RECEPTION CENTRES - 1966

GRAPH NO. 4



Type of Accommodation used by U.S. Visitors
to Ontario Government Reception Centres
- 1966

As shown in Table V, motels were used by almost sixty per cent of U.S. visitors in 1966.

Table VIII indicates that 24.5 per cent of American visitors stated "touring the province" was their main reason for visiting Ontario which explains why motels and campsites were used extensively. Provincial campsites were second, 19 per cent of U.S. visitors using this type of accommodation.

Lodges and hotels were not used extensively, and cottage owners represented less than one per cent of U.S. visitors to Reception Centres.

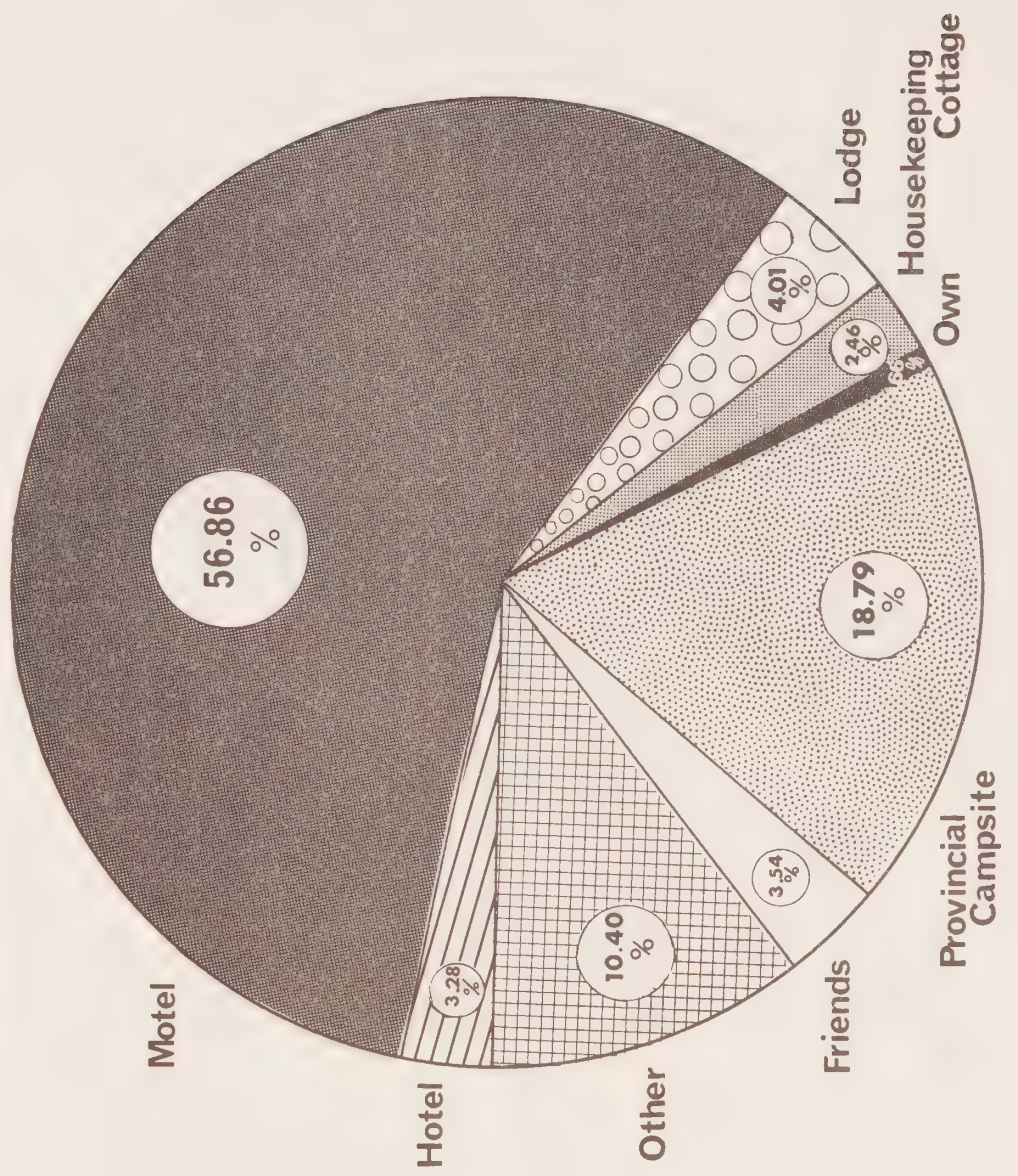
Type of Accommodation Used by Canadian
Visitors to Ontario Government Reception Centres
- 1966

Canadians visiting in Ontario used more or less the same type of accommodation as that used by Americans, with the exception that hotels and lodges were less extensively used, and a higher percentage (32.6%) used provincial campsites.

Almost 8 per cent of Canadian tourists registering at the reception centres stated they stayed with friends or relatives, while only 3.5 per cent of Americans stated they used this type of accommodation.

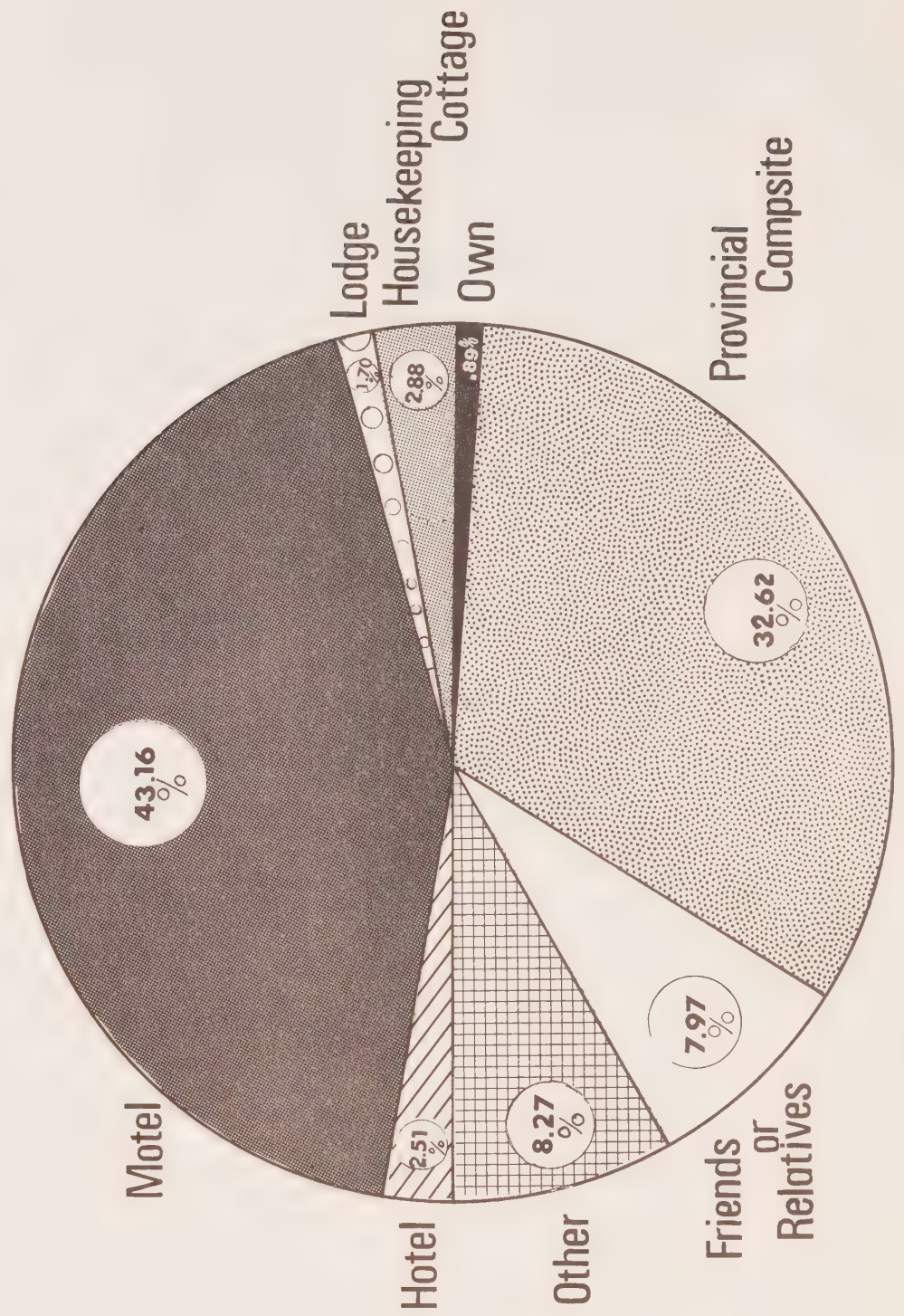
TYPE OF ACCOMMODATION USED BY U.S. TOURISTS VISITING ONTARIO
GOVERNMENT RECEPTION CENTRES - 1966 - ALL VACATION AREAS

GRAPH NO.5



TYPE OF ACCOMMODATION USED BY CANADIAN TOURISTS VISITING
 ONTARIO GOVERNMENT RECEPTION CENTRES - 1966 - ALL VACATION AREAS

GRAPH NO. 6



Main Reasons for Visiting Ontario

On the back of the "red" Guest Registration Card shown in Appendix I, it may be seen that more than half the questions were directed to discovering the main reason why U.S. and Canadian visitors vacationed in Ontario. The questions were designed by Dr. S. D. Saleh, Industrial Psychologist, Ontario Department of Civil Service. They were grouped in three sections, the first group including activities of a more contemplative nature, such as "quiet relaxation", "scenery and natural beauty", "historic sites", the only exception in this grouping being "business purposes".

The second group of questions is concerned with a more active type of activity, such as fishing, boating, camping, etc., and the third group covered special types of entertainment such as "scientific interests", "hobbies", etc.

A summary of the main reasons given by the 10,888 U.S. visitor-parties who filled out "red" Guest Registration Cards for coming to Ontario is shown in Table IX.

Table X shows the average length of stay in days for all Americans visiting in 1966, was 6.3 days. Data in Table VII refers to American visitors, or rather to Americans who stayed in Ontario for a week or more. Naturally, this group would have the highest expenditure of any other group of U. S. visitor, and is highly important to the tourist industry.

The four main reasons for coming to Ontario in 1966, as stated by U. S. visitors who registered at Government Reception Centres were:

<u>Main Reason for Visiting Ontario</u>	<u>Per cent of U.S. Visitors</u>
1. Touring the province	24.56%
2. Quiet relaxation	22.54
3. Scenery and natural beauty	17.20
4. Fishing	5.41

A report covering a recent U.S. visitor motivation survey which was jointly conducted by Dr. Saleh of the Ontario Civil Service Commission and the Ontario Department of Tourism and Information, revealed that approximately 60 per cent of Americans stated "touring the province" was their main reason for visiting Ontario. (*)

The main reasons given by Canadian (including Ontario) tourists who visited Ontario Government Reception Centres for vacationing in Ontario were almost the same as those of Americans except that while fishing rated fourth with Americans, camping rated fourth place with Canadians.

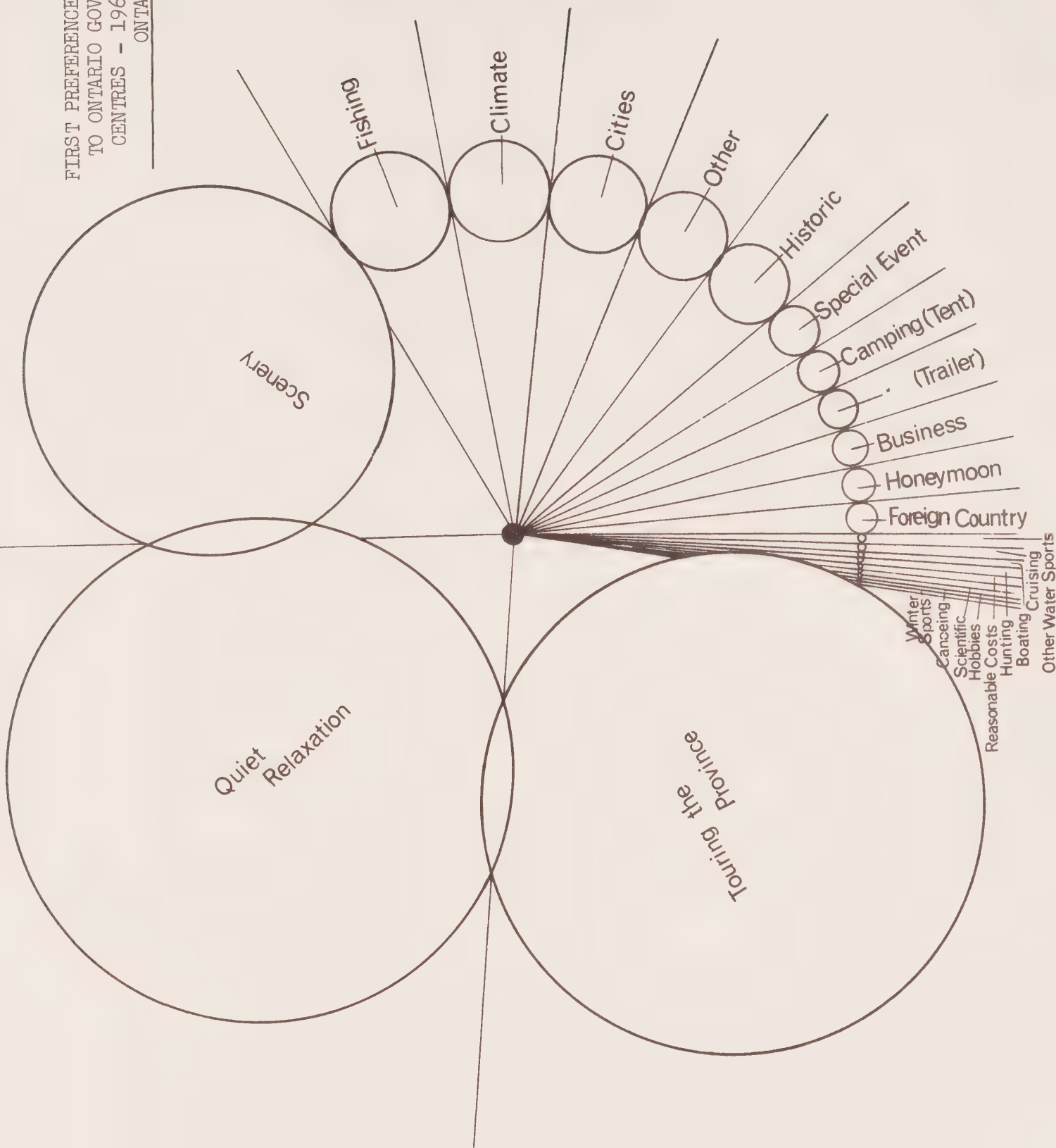
Table IX lists the main reasons, by Vacation Areas, for visiting Ontario by American and Canadian tourists.

U. S. tourists gave "quiet relaxation" as their main reason for visiting in sixteen vacation areas. In eight vacation areas, they stated "touring the province was their main reason. In three vacation areas "fishing" was given as their main reason, and in one vacation area "quiet relaxation and fishing" combined was stated as the main reason for the visit. In another vacation area "touring and fishing" combined was given as the main reason, and in one area, the "scenery" alone was stated as the main reason for visiting. Attending a "special event" (in this case, the Stratford Festival Theatre) was given as the main reason for visiting the Midwestern Vacation Area.

(*) U.S. Visitor Study - Motivation Survey, Travel Research Branch, Dept. of Tourism and Information, p. 9

FIRST PREFERENCE OF U.S. VISITORS
TO ONTARIO GOVERNMENT RECEPTION
CENTRES - 1966 FOR VISITING IN
ONTARIO

GRAPH NO.7



Length of Stay in Ontario by U.S. Visitors

1966

The average length of stay in Ontario, by Vacation Areas, for U.S. visitors who registered at Ontario Government Reception Centres, was 6.3 days.

There was no significant variation in length of stay in the different vacation areas, and it could be said that U. S. tourists stayed approximately one week in Ontario.

LENGTH OF VISIT TO ONTARIO BY U.S. TOURISTS
 VISITING ONTARIO GOVERNMENT RECEPTION CENTRES
 IN 1966 - BY VACATION AREAS

Ontario Vacation Areas

- 1 East Point
- 2 Lambton-Sarnia
- 3 Central Erie
- 4 Mid-Western
- 5 Niagara-Troy
- 6 Metropolitan
- 7 Huronia-Lake Simcoe
- 8 Kawartha Lakes
- 9 Great Pelee Ridge
- 10 Bay of Quintar
- 11 Georgian Bay & Lake Huron
- 12 Rideau Lakes-1000 Islands
- 13 Sawney Valley
- 14 Lower Ottawa Valley
- 15 Upper Ottawa Valley
- 16 Madawaska Valley
- 17 Highlands of Haliburton
- 18 Muskoka
- 19 Grey-Simcoe
- 20 Presquid
- 21 Georgian Bay
- 22 Algonquin Park
- 23 Nipissing
- 24 Sudbury
- 25 Manitoulin
- 26 Algonia
- 27 Golden Route-101
- 28 Lake Umbagog
- 29 James Bay Frontier
- 30 Upper Lake Superior
- 31 Rainy River
- 32 Lake of the Woods
- 33 Patricia

Number of Days

ONTARIO VACATION AREAS

Summary

Data from the "red" Guest Registration Cards, based on 10,888 visiting-parties, is sufficient to give us a profile of the U.S. tourist who makes use of our Government Reception Centres.

From this information, this type of U.S. visitor might be defined as one whose origin is a State bordering on Ontario, particularly Michigan or New York, and who tends to vacation at the same location in Ontario each year, relying heavily on motel and provincial campsites for accommodation. "Touring the province", "quiet relaxation", "scenery and natural beauty" and "fishing" are the main reasons for visiting the province, and he stays an average of 6.3 days in Ontario.

This statement could not be made with the same reliability regarding Canadian visitors to Government Reception Centres because the basic data is considerably smaller. However, we hope to study this aspect in 1968, and if results compare favourably with data obtained in 1965 and in 1966, we will be in a position to define more realistically, the type of Canadian tourist who visits Ontario Government Reception Centres.

In their publication "Travel Between Canada and Other Countries, 1965" (p.19) the Dominion Bureau of Statistics states that approximately 65 per cent of visitors to Canada entered and left on the same day, and created 11 per cent of the total tourist expenditure. The balance of 35 per cent stayed in Canada one or more nights and created 89 per cent of the total tourist expenditure, indicating that the much smaller percentage of long-term visitors created practically 90 per cent of the total tourist expenditure in Canada.

The above percentages refer to the whole of Canada. Figures relating to U.S. motorists visiting Ontario are shown in the attached Table, revealing that 18.0 per cent of U.S. tourist-motorists who stayed in Ontario three or more days, generated 51.28 per cent of total tourist expenditure.

Obviously, the U.S. visitor described above is the most desirable type of tourist from an economic viewpoint and advertising and development policies should be oriented on the basis of this information.

It appears from this study, that the U.S. visitor to Ontario Government Reception Centres is in this desirable group, and relevant data (main reasons for visiting Ontario, type of accommodation preferred, etc.) on this type of tourist, is contained in this report.

LENGTH OF STAY AND EXPENDITURE OF NON-RESIDENT AUTOMOBILES TRAVELLING ON CUSTOM PERMITS
LEAVING ONTARIO DURING 1965

Days Stay in Canada		Number of Vehicles	(1)	Average Persons per Car	(3)	(4)	(5)	(6)	(7)
Actual Class	Median of Class	Percent of Total	Number of Vehicles	Average Persons per Car	Average Days Stay	Number of Guest Days	Average Expenditure per Guest- day ***	Total Expenditure	Total Expenditure In Percentage
1 *	1		Actual Numbers		Median of Class	(1)x(2)x(3)=(4)		(5)x(4)=(6)	
2	2	56.0%	3,486,721	2.71	1	9,449,014	\$7.39	69,828,213	25.24%
3-7	5	25.8	1,606,383	2.71	2	8,706,596	7.39	64,341,744	23.25
8-14	11	13.9	865,454	2.71	4	9,381,521	7.39	69,329,440	25.06
15-21	18	3.1	193,015	2.71	9.6	5,022,250	7.39	37,114,428	13.41
22 and over	25	0.6	37,358	2.71	16.7	1,690,823	7.39	12,495,182	4.52
Not Classified	2.52**	0.4)	24,905	2.71	46	3,104,657	7.39	22,943,415	8.29
		0.2	12,453	2.71	2.52	85,044	7.39	628,475	0.23
Totals		100.0%	6,226,289			37,439,905		\$276,680,897	100.0%

Notes: * Automobiles entering and leaving on the same day

** Dominion Bureau of Statistics, Travel Between Canada and Other Countries 1965, Table 4, p.63.

The average length of stay of non-resident motorists, 2.52 days, is used for those motorists not classified by length of stay.

(1) Dominion Bureau of Statistics, Travel Between Canada and Other Countries 1965, Statements 12,13, p.p. 20, 21.

(2) Dominion Bureau of Statistics, Travel Between Canada and Other Countries 1965, Table 4, p.63.

(5) Dominion Bureau of Statistics, Travel Between Canada and Other Countries 1965, Statement 9, p.19.

*** The average expenditure per guests day,\$7.39 was calculated in the following manner

Expenditure of U.S. Motorists in Ontario 1965 - \$364,723,294

Number of U.S. Motorists in Ontario, 1965 - 19,577,203

Average length of stay of non-resident motorists - 2.52 days

Average expenditure per guest day $\frac{\$364,723,294}{19,577,203} \times \frac{1}{2.52} = \7.39 (Ontario)

TABLES I to X

(SUMMARY FOR ALL VACATION AREAS)

VISITORS TO ONTARIO GOVERNMENT
RECEPTION CENTRES - 1965 AND 1966

All Tables are based on a one in ten
sample of visitors to Ontario Government
Reception Centres during 1965 and 1966

TABLE I

ORIGIN OF U.S. TOURISTS
VISITING ONTARIO RECEPTION CENTRES 1965 AND 1966*
(SUMMARY FOR ALL VACATION AREAS)

Origins in U.S.	1965	1966
	%	%
Michigan	28.95	30.92
New York	14.58	13.22
Ohio	7.80	7.87
Pennsylvania	6.39	5.81
Illinois	6.60	6.78
Minnesota	4.55	3.99
New Jersey	4.03	3.37
Wisconsin	3.40	3.57
Massachusetts	3.07	2.93
Indiana	2.93	3.31
Other U.S.	17.70	18.23
<u>Total</u>	100.00%	100.00%

TABLE II

ORIGIN OF CANADIAN (INCLUDING ONTARIO) TOURISTS
VISITING ONTARIO RECEPTION CENTRES 1965 & 1966
(SUMMARY FOR ALL VACATION AREAS)

Origins in Canada	1965	1966
	%	%
Quebec	21.52	25.57
Manitoba	5.04	5.45
Other Canada	73.44	68.98
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TABLE III

DESTINATIONS OF U.S. VISITORS BY ONTARIO VACATION AREAS1965 AND 1966 (IN PER CENT)

<u>Vacation Area</u>	Percentage of U.S. Visitors - 1965 (1)	Percentage of U.S. Visitors - 1966 (1)
	%	%
Kent - Essex	11.50	12.51
Lambton - Sarnia	6.60	6.61
Central Erie	1.73	1.65
Mid-Western	1.91	1.54
Niagara - Iroquois	25.96	24.35
Metropolitan	5.64	4.99
Huronian - Lake Simcoe	1.31	1.15
Kawartha Lakes	0.55	0.42
Great Pine Ridge	0.13	0.14
Bay of Quinte	0.18	0.16
Hastings & Land O'Lakes	0.13	0.11
Rideau Lakes - 1,000 Islands	8.05	7.39
Seaway Valley	8.60	7.46
Lower Ottawa Valley	3.52	4.32
Upper Ottawa Valley	0.16	0.14
Madawaska Valley	0.12	0.08
Haliburton	0.07	0.10
Muskoka	1.05	0.87
Grey-Bruce	1.07	1.16
Parry Sound	0.62	0.58
Algonquin Park	0.79	0.66
Nipissing	0.66	0.78
Sudbury	0.54	0.47
Manitoulin	0.42	0.54
Algoma	7.72	8.58
Golden Route - 101	0.34	0.81
Timiskaming	0.11	0.05
James Bay Frontier	0.16	0.22
Upper Lake Superior	3.68	5.39
Rainy River	2.84	2.36
Lake of the Woods	3.38	3.71
Patricia	0.46	0.70
	100.00%	100.00%

TABLE IV

DESTINATIONS OF CANADIAN (INCLUDING ONTARIO) TOURISTS
BY ONTARIO VACATION AREAS - 1965 AND 1966
(IN PER CENT)

Vacation Area	1965	1966
1. Kent Essex	4.41%	4.11%
2. Lambton Sarnia	2.85	2.52
3. Central Erie	1.30	0.98
4. Mid-Western	1.48	1.01
5. Niagara Iroquois	10.20	10.35
6. Metropolitan	8.03	6.21
7. Huronia-Lake Simcoe	7.58	7.03
8. Kawartha Lakes	0.65	0.50
9. Great Pine Ridge	0.24	0.29
10. Bay of Quinte	0.65	0.37
11. Land of Lakes	0.18	0.24
12. Rideau Lakes - 1,000 Islands	9.84	8.22
13. Seaway Valley	22.64	22.90
14. Lower Ottawa Valley	5.39	5.92
15. Upper Ottawa Valley	0.22	0.37
16. Madawaska Valley	0.10	0.21
17. Haliburton Highlands	0.43	0.37
18. Muskoka	4.47	4.99
19. Grey Bruce	1.10	1.49
20. Parry Sound	1.59	2.41
21. Algonquin Park	1.48	1.99
22. Nipissing	1.06	1.11
23. Sudbury	0.93	0.74
24. Manitoulin	0.55	0.58
25. Algoma	2.22	2.81
26. Golden Route - 101	0.28	0.80
27. Timiskaming	0.12	0.29
28. James Bay Frontier	0.24	0.42
29. Upper Lake Superior	2.03	2.79
30. Rainy River	1.36	1.01
31. Lake of the Woods	6.08	6.63
32. Patricia	0.30	0.34
<u>Total</u>	100.00%	100.00%

TABLE V

TYPE OF ACCOMMODATION USED BY U.S. VISITORS

- 1966

(SUMMARY FOR ALL VACATION AREAS)

	<u>Number</u>	<u>Per Cent</u>
Hotel	327	3.28%
Motel	5,659	56.86
Lodge	399	4.01
Housekeeping Cottage	245	2.46
Own Cottage	66	0.66
Provincial Campsite*	1,871	18.79
Friends or Relatives	352	3.54
Other	1,036	10.40
<u>Total</u>	9,955	100.00%

(*) Note: In many instances the U.S. Visitors considered all Campsites in Ontario to be provincial campsites. However, only those campsites located in Provincial Parks are Provincial Campsites.

TABLE VI

TYPE OF ACCOMMODATION USED BY CANADIAN
(INCLUDING ONTARIO) VISITORS - 1966
(SUMMARY FOR ALL VACATION AREAS)

	<u>Number</u>	<u>Per Cent</u>
Hotel	34	2.51%
Motel	585	43.16
Lodge	23	1.70
Housekeeping Cottage	39	2.88
Own Cottage	12	0.89
Provincial Campsite	442	32.62
Friends or Relatives	108	7.97
Other	112	8.27
<u>Total</u>	1,355	100.00%

TABLE VII

FIRST PREFERENCE FOR U.S. VISITORS FOR VISITING ONTARIO1966(SUMMARY FOR ALL VACATION AREAS)

Main Reasons	Number	Per Cent
Quiet Relaxation	2,454	22.54% (2)
Pleasant Summer Climate	492	4.52
Touring the Province	2,675	24.56 (1)
Scenery and Natural Beauty	1,873	17.20 (3)
Historic Sites	407	3.74
Business Purposes	195	1.79
Attending a Special Event	270	2.48
Visiting Cities	474	4.35
Fishing	589	5.41 (4)
Hunting	25	0.23
Camping (Tent)	236	2.17
Camping (Trailer)	229	2.10
Boating	26	0.24
Cruising	29	0.27
Canoeing	11	0.10
Other Water Sports	40	0.37
Winter Sports	3	0.03
Honeymoon	203	1.86
Reasonable Costs	24	0.22
Scientific Interests	18	0.17
Hobbies (Collecting Minerals, etc.)	21	0.19
Visiting a Foreign Country	161	1.48
Other	433	3.98
<u>Total</u>	10,888	100.00%

TABLE VIII

FIRST PREFERENCE FOR CANADIAN TOURISTS
(INCLUDING ONTARIO) FOR VISITING ONTARIO
(SUMMARY FOR ALL VACATION AREAS)

Main Reasons	Number	Per Cent	
Quiet Relaxation	262	18.15%	(2)
Pleasant Summer Climate	81	5.61	
Touring the Province	375	25.98	(1)
Scenery and Natural Beauty	148	10.25	(3)
Historic Sites	81	5.61	
Business Purposes	51	3.53	
Attending a Special Event	36	2.49	
Visiting Cities	74	5.13	
Fishing	35	2.43	
Hunting	1	0.07	
Camping (Tent)	84	5.82)	(4)
Camping (Trailer)	29	2.01)	
Boating	7	0.49	
Cruising	7	0.49	
Canoeing	5	0.35	
Other Water Sports	35	2.43	
Winter Sports	4	0.28	
Honeymoon	47	3.26	
Reasonable Costs	1	0.07	
Scientific Interests	1	0.07	
Hobbies (Collecting Minerals, etc.)	3	0.21	
Visiting a Foreign Country	2	0.14	
Other	74	5.13	
<u>Total</u>	1,443	100.00%	

MAIN PREFERENCE OF ACTIVITIES OF U.S. AND CANADIAN VISITORS
TO ONTARIO - BY VACATION AREA

VACATION AREA	U.S. VISITORS	CANADIAN VISITORS
	Main Reason Stated for 1st Preference	Main Reason Stated for 1st Preference
1. Kent - Essex	Touring the Province	Touring the Province
2. Lambton Sarnia	Quiet Relaxation	Quiet Relaxation
3. Central Erie	" "	Touring the Province
4. Mid-Western	Attending a Special Event - STRATFORD	" "
5. Niagara - Iroquoia	Scenery and natural Beauty	" "
6. Metropolitan	Touring the Province	" "
7. Lake Simcoe	Quiet Relaxation	Quiet Relaxation
8. Kawartha Lakes	" "	Other
9. Great Pine Ridge	Other	Pleasant Summer climate and touring the Province
10. Bay of Quinte	Quiet Relaxation	Quiet Relaxation
11. Hastings and Land O'Lakes	" "	" "
12. Rideau Lakes - 1,000 Islands	Touring the Province	Touring the Province
13. Seaway Valley	" "	" "
14. Lower Ottawa Valley	" "	" "
15. Upper Ottawa Valley	Quiet Relaxation	Business Purposes
16. Madawaska Valley	" "	-
17. Highlands of Haliburton	" "	-
18. Muskoka	" "	Touring the Province
19. Grey Bruce	" "	Quiet Relaxation and Touring the Province
20. Parry Sound	" "	-
21. Algonquin Park	" "	Quiet Relaxation
22. Nipissing	Quiet Relaxation and Fishing	Touring the Province and Fishing.
23. Sudbury	Touring the Province and Fishing	Touring the Province
24. Manitoulin	Quiet Relaxation	Scenery and Natural Beauty
25. Algoma	Touring the Province	Touring the Province
26. Golden Route - 101	Fishing	-
27. Timiskaming	Fishing	-
28. James Bay Frontier	Touring the Province	Scenery and Natural Beauty
29. Upper Lake Superior	Quiet Relaxation	Quiet Relaxation and Touring the Province
30. Rainy River	" "	Quiet Relaxation
31. Lake of the Woods	Touring the Province	" "
32. Patricia	Fishing	-

TABLE \bar{X}

LENGTH OF VISIT TO ONTARIO BY U.S. TOURISTS
BY VACATION AREA - 1966

Vacation Area	Length of Stay in Days
1. Kent Essex	5.8
2. Lambton Sarnia	3.5
3. Central Erie	3.9
4. Mid Western	4.4
5. Niagara Iroquoia	5.1
6. Metropolitan	7.0
7. Huronia - Lake Simcoe	8.2
8. Kawartha Lakes	11.3
9. Great Pine Ridge	10.2
10. Bay of Quinte	10.4
11. Land O'Lakes	13.1
12. Rideau Lakes - 1,000 Islands	5.9
13. Seaway Valley	7.3
14. Lower Ottawa Valley	8.0
15. Upper Ottawa Valley	11.9
16. Madawaska Valley	7.3
17. Highlands of Haliburton	10.2
18. Muskoka	11.6
19. Grey Bruce	8.0
20. Parry Sound	9.7
21. Algonquin Park	10.2
22. Nipissing	12.2
23. Sudbury	9.8
24. Manitoulin	10.7
25. Algoma	6.3
26. Golden Route - 101	9.7
27. Timiskaming	19.0
28. James Bay Frontier	10.9
29. Upper Lake Superior	7.4
30. Rainy River	4.9
31. Lake of the Woods	7.7
32. Patricia	10.6
Average - All Areas	6.3 Days

REPORT NO. 26

VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES

1965 AND 1966

PART II

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Travel Research Branch
Ontario Department of Tourism and Information
Toronto, Ontario September, 1967

VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES

1965 AND 1966

Part II

In addition to data contained in Part I of the Report on Visitors to Ontario Government Reception Centres covering the whole province, the following breakdown was made by Vacation Area (final destination in Ontario):

1. Origin of Visitors
2. Type of Accommodation Used
3. Number of Visits Made
4. Main Reasons - First and Second Preference - for Visiting the Vacation Area

as shown in the following Tables.

The first group of four tables gives data concerning Ontario Vacation Area No. I (Kent-Essex) as follows:

TABLE NO. I

ORIGIN OF VISITORS TO VACATION AREA NO. I
(KENT-ESSEX) 1965 AND 1966

It may be seen that the origin of visitors to this area in 1965 and in 1966 are quite similar. This same tendency may be observed throughout the province.

TABLE NO. II

TYPE OF ACCOMMODATION USED BY U.S. AND
CANADIAN VISITORS TO VACATION AREA NO. I
(KENT-ESSEX) 1965 AND 1966

Similarities between the two years regarding type of accommodation used are also evident here.

TABLE NO. III

NUMBER OF VISITS TO VACATION AREA NO. I
(KENT-ESSEX) BY U.S. AND CANADIAN TOURISTS
1966

It is interesting that 73.7% of Americans and 73.9% of Canadians visited the Kent-Essex Vacation Area ten or more times, showing the high incidence of permanent visitors.

TABLE NO. IV

MAIN REASONS - FIRST AND SECOND PREFERENCE -
FOR VISITING VACATION AREA NO. I (KENT-
ESSEX) GIVEN BY U.S. AND CANADIAN
TOURISTS - 1966

This table shows the main reasons and first and second preferences for visiting the Kent-

Essex Vacation Area. Again in this case, as was shown for the province as a whole, "touring the province" was the main reason given for visits by Americans and Canadians, and "quiet relaxation" was the second main reason given by both. The third main reason given by Americans was "scenery and natural beauty", and by Canadians, "visiting cities".

The same information is given for each of the thirty-two Ontario Vacation Areas. Of course, changes in data may be observed, as for example, origin of visitors to the Patricia Vacation Area are considerably different from those to the Kent-Essex Vacation Area.

The same applies to the type of accommodation used by visitors, and their main reasons for visiting that particular area. In the Kent-Essex Vacation Area the main reason stated was "touring the province" (24% of U.S. visitors) and by those Americans visiting the Patricia Vacation Area, "fishing" was given as their main reason (45% of U.S. visitors).

Because of the considerable variation in data between Americans and Canadians visiting the various vacation areas, data for all Vacation Areas was included to show the main reasons for visiting, and type of accommodation having the highest demand.

For example, fishing is the primary reason given for visiting the Patricia Vacation Area (Northwestern Ontario) and in the Midwestern Region, attending special events attracts almost 30% of visitors. Obviously, the first area should stress their fishing facilities in their advertising and promotion, and the second should stress "special events" which in this case is a particular event, the Stratford Shakespearean Festival Theatre.

It is hoped that data shown here for each of the Ontario Vacation areas will serve as a guideline for the development of the type of tourism best suited to the region.

VACATION AREA No. 1

TABLE IKENT - ESSEXORIGIN OF VISITORS

	1965	1966
	%	%
Michigan	37.71%	37.30%
New York	4.69	4.61
Ohio	10.02	9.59
New Jersey	0.89	1.06
Massachusetts	1.53	1.37
Pennsylvania	1.83	1.74
Illinois	9.38	9.65
Indiana	3.80	4.73
Wisconsin	2.32	1.81
Minnesota	0.94	0.75
Other U.S.	15.84	17.75
Quebec	1.33	1.68
Manitoba	0.15	0.30
Other Canada	9.57	7.66
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO KENT - ESSEX VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per Cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (39.60	3.72	*(53.50	2.56
Motel	(45.60	(51.29
Lodge	0.60	1.47		
Housekeeping Cottage	1.30	1.13	2.30	2.56
Own Cottage		0.56		
Provincial Campsite	9.80	13.54	34.90	33.33
A Friend's House or Relative's Home		4.18		10.26
Other	12.80	29.80	9.30	
Did not State	35.90			
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of respondents

886

39

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO KENT - ESSEX VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	7.37	2.17
Two	6.00	6.52
Three	4.20	10.87
Four	2.96	-
Five	2.41	4.35
Six	1.59	2.17
Seven	0.83	-
Eight	0.48	-
Nine	0.48	-
Ten or More	73.68	73.92
<u>Total</u>	100.00%	100.00%

Based On Number of Respondents

1451

46

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
KENT - ESSEX VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
TOURISTS - 1966

Main Reason for Visiting Kent - Essex Vacation Area	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	22.11	4.53	15.39	13.88
Pleasant Summer Climate	3.52	8.89	2.56	5.56
Touring the Province	24.05	12.46	38.47	24.99
Scenery & Natural Beauty	16.56	26.49	5.13	16.67
Historic Sites	4.92	14.37	2.56	11.11
Business Purposes	3.67	2.00	7.69	5.56
Attending a Special Event	2.73	2.00	2.56	2.78
Visiting Cities	5.16	10.45	10.26	8.33
Fishing	1.41	1.92	2.56	
Hunting	0.16	0.17		
Camping (Tent)	0.47	1.83	7.69	5.56
Camping (Trailer)	0.86	2.00		
Boating	0.16	0.78		
Cruising	0.08	0.35		
Canoeing	0.08	0.35		
Other Water Sports	0.47	1.22		
Winter Sports		0.17		
Honeymoon	0.78	0.35		
Reasonable Costs	0.23	1.22		
Scientific Interests		0.09		
Hobbies (Collecting minerals, etc.)	0.31	0.61		
Visiting a foreign country	4.38	5.49		
Other	7.89	2.26	5.13	5.56
Total	100.00%	100.00%	100.00%	100.00%
Based on number of Respondents	1280	1148	39	36

VACATION AREA NO. 2

TABLE I- LAMBTON - SARNIAORIGIN OF VISITORS

	1965	1966
	%	%
Michigan	59.91	61.14
New York	4.44	6.03
Ohio	4.02	4.18
New Jersey	1.20	0.81
Massachusettes	1.20	1.16
Pennsylvania	1.37	0.70
Illinois	1.97	3.13
Indiana	1.71	1.04
Wisconsin	1.37	1.62
Minnesota	1.37	1.28
Other U.S.	9.32	7.89
Quebec	1.02	0.81
Manitoba	0.17	0.23
Other Canada	10.93	9.98
<u>Total</u>	100.00%	100.00%

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO LAMBTON-SARNIA VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (2.12	*(-
Motel	(30.5	37.11	(64.3	27.78
Lodge	1.3	2.65	-	-
Housekeeping Cottage	1.8	1.94	-	5.56
Own Cottage	-	1.41	-	-
Provincial Campsite	18.0	21.20	10.7	38.88
A Friend's House or Relative's Home	-	4.24	-	16.67
Other	24.1	29.33	21.4	11.11
Did not state	24.3	-	3.6	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%
Based on number of respondents		566		18

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO LAMBTON - SARNIA VACATION AREA

BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

<u>Times Visited</u>	<u>U.S.</u>	<u>Canadians</u>
	<u>%</u>	<u>%</u>
One	5.35	-
Two	8.74	15.00
Three	5.35	5.00
Four	5.08	-
Five	6.65	5.00
Six	3.39	-
Seven	1.96	-
Eight	1.17	-
Nine	0.39	-
Ten or More	61.92	75.00
<u>Total</u>	100.00%	100.00%
Based on number of Respondents	767	20

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
 LAMBTON - SARNIA VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
 TOURISTS - 1966

	Americans		Canadians	
	1st Preference %	2nd Preference %	1st Preference %	2nd Preference %
Quiet Relaxation	25.01	8.57	31.25	6.67
Pleasant Summer Climate	6.04	11.88	-	6.67
Touring the Province	16.15	10.68	25.00	33.33
Scenery & Natural Beauty	16.58	24.67	-	13.33
Historic Sites	3.79	9.77	-	6.67
Business Purposes	2.11	2.41	6.25	-
Attending a Special Event	2.11	2.11	-	13.33
Visiting Cities	4.49	7.82	-	-
Fishing	2.25	3.31	-	-
Hunting	0.56	0.45	-	-
Camping - Tent	3.65	1.95	18.75	13.33
Camping - Trailer	2.67	2.26	-	6.67
Boating	0.98	2.26	-	-
Cruising	0.28	0.60	-	-
Canoeing	0.14	0.60	-	-
Other water sports	3.09	3.46	-	-
Winter Sports	-	0.45	-	-
Honeymoon	0.84	-	-	-
Reasonable Costs	0.28	1.20	-	-
Scientific Interests	-	1.35	-	-
Hobbies (Collecting minerals, etc.)	0.70	0.75	-	-
Visiting a Foreign Country	1.26	1.95	-	-
Other	7.02	1.50	18.75	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of
 Respondents

712 665

16

15

CENTRAL ERIETABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	44.35	46.29
New York	5.36	6.55
Ohio	7.14	5.68
New Jersey	1.19	1.31
Massachusetts	0.30	0.87
Pennsylvania	3.27	0.44
Illinois	6.25	3.49
Indiana	1.79	4.80
Wisconsin	0.89	1.75
Minnesota	1.49	1.31
Other U.S.	8.33	11.35
Quebec	3.87	5.24
Manitoba	0.89	0.87
Other Canada	14.88	10.05
	100.00%	100.00%

TABLe II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO CENTRAL ERIE VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per Cent)		Canadian Visitors (In Per Cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(44.6 (2.47	*(50.0 (-
Motel		47.54		47.06
Lodge	1.9	1.23	-	5.88
Housekeeping cottage	2.3	2.47	3.6	-
Own cottage	-	1.23	-	-
Provincial Campsite	11.2	11.73	14.3	23.53
A Friend's House or Relative's Home	-	14.81	-	23.53
Other	19.4	18.52	28.6	-
Did not state	20.6	-	3.5	-
Total	100.00%	100.00%	100.00%	100.00%

Based on number of
Respondents

162

17

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO CENTRAL ERIE VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

<u>Times Visited</u>	<u>U.S.</u>	<u>Canadians</u>
	%	%
One	2.60	-
Two	7.29	11.11
Three	5.73	-
Four	2.60	-
Five	6.25	11.11
Six	3.65	-
Seven	1.56	-
Eight	0.52	-
Nine	-	-
Ten or More	69.80	77.78
<u>Total</u>	100.00%	100.00%

Based on number of
Respondents

192

18

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
CENTRAL ERIE VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
TOURISTS - 1966

TABLE IV

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	27.52	7.69	11.77	5.88
Pleasant Summer Climate	5.62	9.47	11.77	5.88
Touring the Province	12.92	8.88	35.30	23.53
Scenery & Natural Beauty	16.29	23.08	5.88	17.65
Historic Sites	1.69	17.75	-	-
Business Purposes	1.69	1.18	-	17.65
Attending a Special Event	9.55	6.51	5.88	-
Visiting Cities	11.24	7.69	11.76	17.65
Fishing	1.69	2.37	5.88	5.88
Hunting	-	-	-	-
Camping - Tent	1.69	2.37	5.88	-
Camping - Trailer	1.12	2.37	5.88	-
Boating	-	0.59	-	-
Cruising	-	-	-	-
Canoeing	-	0.59	-	-
Other Water Sports	-	-	-	-
Winter Sports	0.56	1.18	-	-
Honeymoon	0.56	0.59	-	-
Reasonable Costs	-	1.18	-	-
Scientific Interests	1.12	-	-	-
Hobbies (collecting minerals, etc.)	0.56	-	-	-
Visiting a Foreign Country	2.25	4.14	-	-
Other	3.93	2.37	-	5.88
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of Respondents

178

169

17

17

VACATION AREA NO. 4

Mid-WesternTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	40.81	40.55
New York	10.54	13.36
Ohio	3.78	5.07
New Jersey	1.89	1.38
Massachusetts	2.70	1.84
Pennsylvania	4.32	3.23
Illinois	5.41	3.23
Indiana	1.62	3.69
Wisconsin	0.54	1.38
Minnesota	0.81	0.92
Other U.S.	7.30	7.83
Quebec	3.78	5.53
Manitoba	0.28	-
Other Canada	16.22	11.99
<u>Total</u>	100.00%	100.00%

TABIE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO MID-WESTERN VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(55.4 (3.18	*((46.2 (10.53
Motel		54.13		52.63
Lodge	2.1	2.55	-	-
Housekeeping Cottage	4.2	1.91	-	-
Own Cottage	-	0.64	-	-
Provincial Campsite	10.4	7.01	30.8	10.53
A Friend's House or Relative's Home	-	15.29	-	21.05
Other	21.1	15.29	19.2	5.26
Did not state	6.8	-	3.8	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of
Respondents

157

19

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO MID-WESTERN VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

<u>Times Visited</u>	<u>U.S.</u>	<u>Canadians</u>
	%	%
One	7.26	5.00
Two	7.26	5.00
Three	3.91	5.00
Four	7.26	10.00
Five	4.47	-
Six	5.03	5.00
Seven	-	-
Eight	0.56	-
Nine	0.56	-
Ten or More	63.69	70.00
<u>Total</u>	100.00%	100.00%

Based on number of
 Respondents

179

20

TABLE IV
MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
MID-WESTERN VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)

TOURISTS - 1966					
Americans			Canadians		
1st Preference	2nd Preference		1st Preference	2nd Preference	
%	%		%	%	
Quiet Relaxation	21.89		21.05	5.26	
Pleasant Summer Climate	2.96		5.26	5.26	
Touring the Province	7.69		31.59	26.33	
Scenery & Natural Beauty	12.43		5.26	15.79	
Historic Sites	2.37		-	21.05	
Business purposes	5.33		-	-	
Attending a Special Event	29.59		15.79	5.26	
Visiting Cities	3.55		-	10.53	
Fishing	2.37		-	-	
Hunting	0.59		-	-	
Camping - Tent	1.18		-	5.26	
Camping - Trailer	1.18		-	-	
Boating	-		-	-	
Cruising	-		-	-	
Canoeing	-		-	-	
Other Water Sports	-		-	-	
Winter Sports	-		-	-	
Honeymoon	-		5.26	-	
Reasonable Costs	-		-	-	
Scientific Interests	-		-	-	
Hobbies (collecting minerals, etc)	1.18		-	-	
Visiting a Foreign Country	0.59		-	-	
Other	7.10		15.79	5.26	
Total	100.00%		100.00%	100.00%	

Based on number of respondents 169 150 19 19

VACATION AREA NO. 5

Niagara-IroquoisTABLE IORIGINS OF VISITORS1965 AND 1966

	1965 %	1966 %
Michigan	27.68	29.33
New York	12.25	11.57
Ohio	7.72	6.91
New Jersey	4.62	3.79
Massachusetts	3.35	3.36
Pennsylvania	7.10	6.56
Illinois	5.13	4.98
Indiana	2.48	2.27
Wisconsin	1.95	1.90
Minnesota	1.03	0.84
Other U.S.	15.41	16.36
Quebec	4.05	4.94
Manitoba	0.28	0.44
Other Canada	6.95	6.75
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO NIAGARA IROQUOIA VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (67.0)	3.10	* (62.5)	3.05
Motel		71.84		62.43
Lodge	0.9	1.33	0.4	2.03
Housekeeping Cottage	0.9	0.80	1.2	2.54
Own Cottage	-	0.32	-	-
Provincial Campsite	14.3	10.86	29.1	23.35
A Friend's House or Relative's Home	-	2.74	-	3.05
Other	8.1	9.01	5.4	3.55
Did not state	8.8	-	1.4	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of Respondents

2486

197

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO NIAGARA IROQUOIA VACATION AREA
BY U.S. AND CANADIAN INCLUDING ONTARIO) TOURISTS - 1966

<u>Times Visited</u>	<u>U.S.</u>	<u>Canadians</u>
	%	%
One	7.54	3.70
Two	8.67	6.94
Three	5.84	4.63
Four	4.28	2.78
Five	3.33	0.93
Six	2.19	1.85
Seven	0.85	2.31
Eight	0.42	-
Nine	0.14	-
Ten or more	66.74	76.86
<u>Total</u>	100.00%	100.00%

Based on number of
Respondents

2825

216

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
 NIAGARA - IROQUOIA VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
 TOURISTS - 1966

	<u>Americans</u>		<u>Canadians</u>	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	21.18	6.11	13.36	3.08
Pleasant Summer Climate	4.16	7.19	5.94	4.10
Touring the Province	24.27	14.62	32.66	16.93
Scenery & Natural Beauty	26.01	29.67	11.88	29.75
Historic Sites	3.97	18.46	1.49	11.79
Business Purposes	1.55	1.12	1.49	1.54
Attending a Special Event	1.36	1.56	0.99	2.05
Visiting Cities	3.67	8.23	7.92	15.90
Fishing	0.38	1.68	0.99	0.51
Hunting	0.19	0.16	0.50	0.51
Camping - Tent	1.29	1.80	2.48	4.62
Camping - Trailer	1.44	1.48	0.99	1.54
Boating	0.19	0.32	-	0.51
Cruising	0.15	0.32	-	-
Canoeing	-	0.28	0.50	0.51
Other Water Sports	0.19	0.56	0.50	1.54
Winter Sports	0.04	0.04	-	0.51
Honeymoon	3.48	0.88	13.85	1.03
Reasonable costs	0.38	0.80	0.50	0.51
Scientific Interests	0.23	0.60	-	0.51
Hobbies (collecting minerals, etc.)	0.04	0.28	-	0.51
Visiting a Foreign country	1.25	2.44	-	-
Other	4.58	1.40	3.96	2.05
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on number of
respondents

2644

2503

202

195

Metropolitan

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	15.28	16.24
New York	14.20	12.30
Ohio	5.58	7.75
New Jersey	3.65	3.44
Massachusetts	3.34	3.57
Pennsylvania	5.82	5.17
Illinois	4.19	5.66
Indiana	1.24	1.11
Wisconsin	1.40	1.11
Minnesota	0.85	0.49
Other U.S.	12.88	14.39
Quebec	8.53	8.72
Manitoba	1.94	1.23
Other Canada	21.10	18.82
<u>Total</u>	100.00%	100.00%

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO METROPOLITAN VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (73.8)	8.80	* (63.4)	7.35
Motel		67.30		48.53
Lodge	0.4	0.96	0.9	0.74
Housekeeping Cottage	0.8	0.19	1.7	-
Own Cottage	-	-	-	0.74
Provincial Campsite	10.5	8.41	15.3	21.32
A Friend's House or Relative's Home	-	10.71	-	19.85
Other	8.9	3.63	12.3	1.47
Did not State	5.6	-	6.4	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on number of respondents

523

136

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO METROPOLITAN VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	6.71	6.25
Two	6.90	10.42
Three	6.21	5.56
Four	3.97	3.47
Five	3.45	2.78
Six	2.59	2.08
Seven	0.52	-
Eight	0.52	1.39
Nine	0.17	-
Ten or More	68.96	68.05
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

580

144

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
METROPOLITAN VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	18.55	7.14	12.32	5.07
Pleasant Summer Climate	2.55	7.53	4.35	8.70
Touring the Province	24.55	13.90	33.34	16.68
Scenery & Natural Beauty	10.36	22.40	6.52	15.22
Historic Sites	2.36	12.36	2.90	12.32
Business Purposes	6.00	4.25	5.80	5.07
Attending a Special Event	9.82	3.47	6.52	2.90
Visiting Cities	10.91	15.06	12.32	15.22
Fishing	1.27	3.28	2.90	2.90
Hunting	0.18	0.19	-	0.72
Camping - Tent	0.55	0.77	2.17	3.62
Camping - Trailer	0.91	1.54	-	2.90
Boating	-	0.19	-	-
Cruising	-	0.39	1.45	-
Canoeing	-	-	-	-
Other Water Sports	-	0.19	0.72	1.45
Winter Sports	-	-	-	0.72
Honeymoon	3.09	0.58	2.90	0.72
Reasonable Costs	0.36	1.35	-	-
Scientific Interests	0.18	0.19	-	-
Hobbies (collecting Minerals, etc.)	0.18	0.58	-	-
Visiting a foreign country	1.27	2.32	0.72	2.17
Other	6.91	2.32	5.07	3.62
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on number of Respondents	550	518	138	138

VACATION AREA NO. 7

Huronian - Lake SimcoeTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	7.47	8.29
New York	8.83	10.05
Ohio	4.92	5.53
New Jersey	1.19	1.51
Massachusetts	0.34	-
Pennsylvania	3.73	3.27
Illinois	1.70	0.75
Indiana	1.02	1.51
Wisconsin	0.34	0.25
Minnesota	0.17	-
Other U.S.	4.92	2.26
Quebec	2.21	3.26
Manitoba	0.17	0.25
Other Canada	62.99	63.07
<u>Total</u>	<u>100.00%</u>	<u>100.00 %</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO HURONIA - LAKE SIMCOE VACATION AREA

1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (45.3)	2.33	* (50.0)	-
Motel		52.70		52.94
Lodge	8.0	6.98	-	-
Housekeeping Cottage	11.0	10.08	-	-
Own Cottage	-	0.78	-	-
Provincial Campsite	21.4	17.05	36.4	23.53
A Friend's House or Relative's Home	-	6.98	-	23.53
Other	8.5	3.10	4.6	-
Did not state	5.8	-	9.0	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

129

17

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO HURONIA - LAKE SIMCOE VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	3.01	-
Two	7.52	-
Three	9.02	5.26
Four	3.76	5.26
Five	3.01	-
Six	1.50	-
Seven	0.75	-
Eight	1.50	-
Nine	0.75	-
Ten or More	69.18	89.48
<u>Total</u>	100.00%	100.00%

Based on number of Respondents

133

19

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING HURONIA - LAKE SIMCOE
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	<u>Americans</u>		<u>Canadians</u>	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	36.14	14.61	35.30	17.65
Pleasant Summer Climate	7.69	23.07	-	23.54
Touring the Province	18.46	9.23	11.77	17.65
Scenery & Natural Beauty	9.23	26.14	11.77	5.88
Historic Sites	4.62	3.85	-	-
Business purposes	0.77	1.54	-	-
Attending a Special Event	1.54	2.31	-	11.76
Visiting Cities	1.54	4.62	11.76	11.76
Fishing	6.92	3.85	11.76	5.88
Hunting	-	0.77	-	-
Camping - Tent	3.08	2.31	5.88	5.88
Camping - Trailer	4.62	-	-	-
Boating	-	1.54	-	-
Cruising	0.77	0.77	-	-
Canoeing	0.77	-	-	-
Other water sports	1.54	3.85	-	-
Winter Sports	-	-	-	-
Honeymoon	0.77	-	5.88	-
Reasonable Costs	-	1.54	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	0.77	-	-	-
Other	0.77	-	5.88	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	130	130	17	17

VACATION AREA NO. 8

Kawartha LakesTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	13.33	11.76
New York	10.83	16.18
Ohio	22.50	22.06
New Jersey	0.83	-
Massachusetts	1.67	2.94
Pennsylvania	11.67	8.82
Illinois	-	2.94
Indiana	-	1.47
Wisconsin	1.67	2.94
Minnesota	-	-
Other U.S.	10.00	2.94
Quebec	4.17	2.94
Manitoba	0.83	2.94
Other Canada	22.50	22.07
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO KAWARTHA LAKES VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per Cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(32.9 (6.12	*(62.5 (-
Motel		32.66		25.00
Lodge	14.1	14.29	-	-
Housekeeping Cottage	22.4	10.20	-	-
Own Cottage	-	2.04	-	-
Provincial Campsite	21.2	28.57	37.5	25.00
A Friend's House or Relative's Home	-	2.04	-	50.00
Other	7.1	4.08	-	-
Did not State	2.3	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on Number of Respondents

49

4

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO KAWARTHA LAKES VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	2.04	20.00
Two	10.20	20.00
Three	8.16	-
Four	2.04	-
Five	6.12	20.00
Six	-	-
Seven	-	-
Eight	-	-
Nine	-	-
Ten or More	71.44	40.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

49

5

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING KAWARATHA LAKES
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

TABLE IV

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	32.66	10.42	-	-
Pleasant Summer Climate	6.12	16.67	-	-
Touring the Province	10.20	10.42	20.00	40.00
Scenery & Natural Beauty	6.12	16.67	-	-
Historic Sites	4.08	2.08	-	-
Business Purposes	2.04	-	20.00	-
Attending a Special Event	-	-	20.00	-
Visiting Cities	4.08	4.17	-	-
Fishing	24.50	20.83	-	20.00
Hunting	-	-	-	-
Camping - Tent	4.08	8.33	-	-
Camping - Trailer	-	2.08	-	20.00
Boating	-	2.08	-	-
Cruising	2.04	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	2.08	-	-
Winter Sports	-	-	-	-
Honeymoon	2.04	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	4.17	-	-
Other	2.04	-	40.00	20.00
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	49	48	5	5

VACATION AREA NO. 9

Great Pine RidgeTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	18.18	22.22
New York	6.06	18.52
Ohio	9.09	3.70
New Jersey	6.06	-
Massachusetts	-	-
Pennsylvania	12.12	7.41
Illinois	3.03	-
Indiana	-	-
Wisconsin	3.03	-
Minnesota	-	-
Other U.S.	6.06	7.41
Quebec	6.06	14.81
Manitoba	-	-
Other Canada	30.31	25.93
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO GREAT PINE RIDGE VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per Cent)		Canadian Visitors (In Per Cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (52.4)	-	* (50.00)	-
Motel	-	45.46	-	50.00
Lodge	-	-	-	16.67
Housekeeping Cottage	14.3	-	-	-
Own Cottage	-	-	-	-
Provincial Campsite	14.3	9.09	-	33.33
A Friend's House or Relative's Home	-	27.27	-	-
Other	9.5	18.18	50.00	-
Did not State	9.5	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on Number of Respondents

11

6

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO GREAT PINE RIDGE VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS
1966

Times Visited	U.S.	Canadians
	%	%
One	-	16.67
Two	6.25	-
Three	12.50	16.67
Four	-	16.67
Five	12.50	-
Six	6.25	-
Seven	-	-
Eight	-	-
Nine	6.25	-
Ten or More	56.25	49.99
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

16

6

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING GREAT PINE RIDGE

VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	14.29	18.18	16.67	-
Pleasant Summer Climate	-	9.09	33.33	16.67
Touring the Province	28.57	9.09	33.33	-
Scenery & Natural Beauty	-	27.28	-	16.67
Historic Sites	-	9.09	-	49.99
Business Purposes	-	9.09	-	-
Attending a Special Event	21.43	-	-	-
Visiting Cities	-	9.09	-	-
Fishing	-	-	-	16.67
Hunting	-	-	-	-
Camping - Tent	-	-	-	-
Camping - Trailer	-	-	-	-
Boating	-	-	16.67	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	9.09	-	-
Other	35.71	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	14	11	6	6

Bay of QuinteTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	3.33	6.06
New York	18.33	24.24
Ohio	5.00	6.06
New Jersey	3.33	3.03
Massachusetts	1.67	6.06
Pennsylvania	6.67	9.09
Illinois	1.67	-
Indiana	3.33	3.03
Wisconsin	-	-
Minnesota	-	-
Other U.S.	3.33	-
Quebec	31.67	27.28
Manitoba	1.67	-
Other Canada	20.00	15.15
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO BAY OF QUINTE VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(51.9 (-	*(40.0 (-
Motel		41.18		44.44
Lodge	7.4	17.65	4.0	-
Housekeeping Cottage	11.1	17.65	12.0	-
Own Cottage	-	5.88	-	-
Provincial Campsite	18.5	11.76	32.0	55.56
A Friend's House or Relative's Home	-	5.88	-	-
Other	7.4	-	8.0	-
Did not State	3.7	-	4.0	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

17

9

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO BAY OF QUINTE VACATION AREA BY U.S.
AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	10.53	10.00
Two	-	-
Three	10.53	10.00
Four	21.05	-
Five	-	-
Six	-	-
Seven	-	-
Eight	-	-
Nine	-	-
Ten or More	57.89	80.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

19

10

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING BAY OF QUINTE
 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	31.59	5.56	44.45	-
Pleasant Summer Climate	5.26	22.21	-	22.23
Touring the Province	21.05	16.67	33.33	11.11
Scenery & Natural Beauty	21.05	22.21	-	11.11
Historic Sites	-	5.56	-	-
Business Purposes	-	-	-	-
Attending a Special Event	5.26	-	-	-
Visiting Cities	-	11.11	-	11.11
Fishing	15.79	5.56	-	-
Hunting	-	-	-	-
Camping - Tent	-	-	22.22	-
Camping - Trailer	-	-	-	11.11
Boating	-	5.56	-	-
Cruising	-	5.56	-	11.11
Canoeing	-	-	-	11.11
Other Water Sports	-	-	-	11.11
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	19	18	9	9

Hastings & Land O'LakesTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	10.34	13.64
New York	17.24	9.09
Ohio	13.80	-
New Jersey	10.34	9.09
Massachusetts	3.45	-
Pennsylvania	10.34	13.63
Illinois	-	4.55
Indiana	-	-
Wisconsin	-	-
Minnesota	-	-
Other U.S.	6.90	9.09
Quebec	10.34	9.09
Manitoba	-	-
Other Canada	17.25	31.82
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO) VISITORS

TO HASTINGS AND LAND O'LAKE VACATION AREA
1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((42.9 (-	*((40.0 (-
Motel		25.00		25.00
Lodge	4.8	16.67	-	-
Housekeeping Cottage	9.5	-	60.0	-
Own Cottage	-	8.32	-	-
Provincial Campsite	23.8	16.67	-	50.00
A Friend's House or Relative's Home	-	16.67	-	25.00
Other	14.3	16.67	-	-
Did not State	4.7	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on the number of respondents

12

4

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO HASTINGS AND LAND O'LAKE'S VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	-	25.00
Two	7.69	-
Three	-	-
Four	-	25.00
Five	-	-
Six	7.69	-
Seven	15.38	-
Eight	-	-
Nine	7.69	-
Ten or More	61.55	50.00
<u>Total</u>	100.00%	100.00%

Based on number of Respondents

13

4

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING HASTINGS AND LAND O'LAKE
 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	41.67	8.33	50.00	-
Pleasant Summer Climate	-	25.01	-	25.00
Touring the Province	-	16.67	25.00	25.00
Scenery & Natural Beauty	16.67	-	-	-
Historic Sites	8.33	8.33	-	-
Business Purposes	-	-	-	-
Attending a Special Event	-	8.33	-	-
Visiting Cities	-	-	-	-
Fishing	33.33	16.67	-	25.00
Hunting	-	-	-	-
Camping - Tent	-	8.33	-	-
Camping - Trailer	-	-	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	8.33	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Other	-	-	25.00	25.00
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on number of Respondents	12	12	4	4

Rideau Lakes - 1,000 IslandsTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	4.47	5.23
New York	27.20	27.51
Ohio	3.61	3.77
New Jersey	7.27	6.94
Massachusetts	3.78	4.63
Pennsylvania	10.94	12.17
Illinois	1.60	1.89
Indiana	0.69	0.34
Wisconsin	0.23	0.25
Minnesota	0.06	-
Other U.S.	12.03	10.71
Quebec	8.70	10.28
Manitoba	0.29	0.17
Other Canada	19.13	16.11
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO RIDEAU LAKES - 1,000 ISLANDS VACATION AREA

1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per Cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((67.7 (2.58	*((54.6 (0.80
Motel		65.28		52.00
Lodge	2.1	4.91	1.1	1.60
Housekeeping Cottage	3.1	4.17	2.7	2.40
Own Cottage	-	1.35	-	1.60
Provincial Campsite	19.7	13.25	23.8	29.60
A Friend's House or Relative's Home	-	1.47	-	3.20
Other	5.3	6.99	11.4	8.80
Did not State	2.1	-	6.4	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of
Respondents

815

125

(*) Hotel and Motel accommodation were grouped in 1965

NUMBER OF VISITS TO RIDEAU LAKES - 1,000 ISLANDS VACATION AREA
 BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

TABLE III

Times Visited	U.S.	Canadians
	%	%
One	7.23	4.26
Two	8.53	7.80
Three	7.23	5.67
Four	4.90	2.84
Five	3.27	4.26
Six	1.63	0.71
Seven	0.58	-
Eight	0.70	-
Nine	0.23	0.71
Ten or More	65.70	73.75
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

857

141

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING RIDEAU LAKES
1,000 ISLANDS VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
TOURISTS - 1966

<u>Americans</u>		<u>Canadians</u>	
1st Preference	2nd Preference	1st Preference	2nd Preference
%	%	%	%
27.40	7.38	24.80	6.30
3.49	13.08	6.98	14.17
29.94	15.62	29.45	13.39
13.58	26.40	14.72	25.97
4.33	12.59	6.20	7.09
0.96	0.73	1.55	3.15
0.72	1.45	-	2.36
3.37	6.42	1.55	6.30
5.53	5.57	0.78	4.72
-	0.48	-	-
1.80	2.18	1.55	8.66
2.04	1.21	1.55	0.79
0.12	1.21	0.78	0.79
1.20	0.73	1.55	0.79
0.12	0.24	1.55	0.79
0.12	0.48	0.78	2.36
-	0.24	0.78	-
2.16	0.36	1.55	-
0.12	0.48	-	-
0.48	0.12	-	0.79
-	0.12	-	-
0.84	1.82	-	0.79
1.68	1.09	3.88	0.79
100.00%	100.00%	100.00%	100.00%
832	826	129	127
<u>Total</u>			
Based on Number of Respondents			

Seaway ValleyTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	8.04	9.37
New York	17.17	13.42
Ohio	3.22	2.31
New Jersey	3.78	3.47
Massachusetts	3.18	2.31
Pennsylvania	4.70	3.99
Illinois	2.21	1.97
Indiana	1.05	1.45
Wisconsin	0.92	1.21
Minnesota	0.16	0.29
Other U.S.	9.53	10.29
Quebec	17.93	23.89
Manitoba	0.24	0.12
Other Canada	27.87	25.91
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO SEAWAY VALLEY VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (68.7)	5.79	* (22.6)	1.15
Motel		65.76		31.03
Lodge	1.1	1.60	-	0.86
Housekeeping Cottage	1.1	1.11	1.7	0.57
Own Cottage	-	0.25	-	0.57
Provincial Campsite	16.8	15.64	29.2	45.99
A Friend's House or Relative's Home	-	3.45	-	4.60
Other	6.7	6.40	27.2	15.23
Did not State	5.6	-	19.3	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

812

348

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO SEAWAY VALLEY VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS
1966

<u>Times Visited</u>	<u>U.S.</u>	<u>Canadians</u>
	%	%
One	7.85	2.74
Two	9.82	3.65
Three	6.24	4.57
Four	3.00	1.37
Five	4.16	2.51
Six	2.66	1.37
Seven	0.69	0.91
Eight	0.23	-
Nine	0.35	0.91
Ten or More	65.00	81.97
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents 866 438

TABLE IV
MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING SEAWAY VALLEY
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	<u>Americans</u>		<u>Canadians</u>	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	15.11	5.09	16.66	6.85
Pleasant Summer Climate	3.65	5.46	8.33	9.05
Touring the Province	37.28	16.62	18.56	10.02
Scenery & Natural Beauty	12.79	27.91	9.29	29.11
Historic Sites	8.53	15.50	14.29	9.78
Business Purposes	2.07	1.36	2.86	2.20
Attending a Special Event	2.44	2.23	2.62	3.42
Visiting Cities	4.87	10.92	1.90	6.11
Fishing	1.83	2.61	0.95	1.71
Hunting	0.12	0.12	-	0.73
Camping - Tent	1.46	1.74	8.10	5.13
Camping - Trailer	2.19	1.99	2.62	1.71
Boating	0.24	0.62	0.48	1.47
Cruising	0.37	0.50	-	1.71
Canoeing	-	0.50	0.24	-
Other Water Sports	0.12	0.50	7.38	6.85
Winter Sports	0.12	0.12	0.48	-
Honeymoon	2.19	0.25	1.19	-
Reasonable Costs	0.24	0.12	-	0.24
Scientific Interests	-	0.62	-	-
Hobbies (collecting Minerals, etc.)	0.24	-	-	-
Visiting a Foreign Country	0.97	3.23	0.24	-
Other	3.17	1.99	3.81	3.91
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	821	806	420	409

VACATION AREA NO. 14

Lower Ottawa Valley

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	7.93	10.22
New York	17.32	15.33
Ohio	2.56	2.62
New Jersey	5.24	3.73
Massachusetts	4.88	5.11
Pennsylvania	5.49	5.52
Illinois	2.93	4.42
Indiana	0.98	1.66
Wisconsin	0.73	1.52
Minnesota	0.73	1.38
Other U.S.	18.17	17.69
Quebec	5.49	7.32
Manitoba	2.19	1.38
Other Canada	25.36	22.10
<u>Total</u>	100.00%	100.00%

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO LOWER OTTAWA VALLEY VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (71.6)	4.94	* (50.5)	4.59
Motel		64.60		43.13
Lodge	1.1	1.93	0.9	1.83
Housekeeping Cottage	1.7	1.50	1.8	1.83
Own Cottage	-	0.21	-	-
Provincial Campsite	18.2	19.10	22.5	29.36
A Friend's House or Relative's Home	-	3.43	-	5.50
Other	4.2	4.29	17.1	13.76
Did not State	3.2	-	7.2	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%

Based on Number of Respondents 466 109

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO LOWER OTTAWA VALLEY VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS
1966

Times Visited	U.S.	Canadians
	%	%
One	10.38	6.96
Two	6.19	7.82
Three	4.39	6.96
Four	5.79	4.35
Five	4.59	4.35
Six	2.20	2.61
Seven	1.60	0.87
Eight	0.20	-
Nine	-	0.87
Ten or More	64.66	65.21
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

501

115

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING LOWER OTTAWA VALLEY
 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	17.24	5.54	16.36	3.70
Pleasant Summer Climate	6.30	6.18	1.82	7.41
Touring the Province	37.40	18.12	31.82	18.52
Scenery & Natural Beauty	10.50	28.78	7.27	26.84
Historic Sites	5.25	11.73	1.82	12.04
Business Purposes	1.05	0.64	5.45	1.85
Attending a Special Event	1.47	1.49	2.73	2.78
Visiting Cities	9.03	14.50	13.64	14.81
Fishing	2.31	2.99	-	0.93
Hunting	-	1.07	-	-
Camping - Tent	2.52	2.77	5.45	4.63
Camping - Trailer	2.10	2.35	1.82	1.85
Boating	-	0.43	-	-
Cruising	0.63	-	-	1.85
Canoeing	-	0.43	-	0.93
Other Water Sports	-	0.21	-	-
Winter Sports	-	-	-	-
Honeymoon	1.26	-	0.91	-
Reasonable Costs	0.42	-	-	0.93
Scientific Interests	-	0.64	-	-
Hobbies (collecting minerals, etc.)	0.21	0.21	-	-
Visiting a Foreign Country	0.63	0.85	-	-
Other	1.68	1.07	10.91	0.93
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on number of Respondents	476	469	110	108

Upper Ottawa ValleyTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	11.43	3.33
New York	28.57	13.34
Ohio	5.71	6.67
New Jersey	2.86	3.33
Massachusetts	2.86	3.33
Pennsylvania	5.71	6.67
Illinois	2.86	3.33
Indiana	-	3.33
Wisconsin	2.86	-
Minnesota	-	3.33
Other U.S.	8.57	6.68
Quebec	2.86	3.33
Manitoba	-	-
Other Canada	25.71	43.33
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO UPPER OTTAWA VALLEY VACATION AREA

1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((60.0 (-	*((100.0 (-
Motel		16.67		20.00
Lodge	4.0	25.00	-	-
Housekeeping Cottage	4.0	8.33	-	-
Own Cottage	-	-	-	-
Provincial Campsite	20.0	33.33	-	40.00
A Friend's House or Relative's Home	-	16.67	-	20.00
Other	8.0	-	-	20.00
Did not State	4.0	-	-	-
Total	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

12

5

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO UPPER OTTAWA VALLEY VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	-	-
Two	12.50	-
Three	6.25	-
Four	-	-
Five	6.25	-
Six	6.25	-
Seven	-	-
Eight	-	-
Nine	-	-
Ten or More	68.75	100.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

16

5

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING UPPER OTTAWA VALLEY
 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	28.58	7.69	25.00	-
Pleasant Summer Climate	-	30.78	-	25.00
Touring the Province	28.57	7.69	25.00	25.00
Scenery & Natural Beauty	-	15.38	-	25.00
Historic Sites	7.14	23.08	-	-
Business Purposes	-	-	50.00	-
Attending a Special Event	7.14	-	-	-
Visiting Cities	7.14	-	-	-
Fishing	7.14	15.38	-	-
Hunting	-	-	-	-
Camping - Tent	-	-	-	-
Camping - Trailer	14.29	-	-	25.00
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	14	13	4	4

ORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	16.66	11.76
New York	16.67	5.88
Ohio	16.66	17.65
New Jersey	4.17	-
Massachusetts	4.17	-
Pennsylvania	12.50	-
Illinois	-	17.65
Indiana	-	-
Wisconsin	4.17	-
Minnesota	-	-
Other U.S.	4.17	-
Quebec	-	-
Manitoba	-	-
Other Canada	20.83	47.06
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO MADAWASKA VALLEY VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(36.8 (-	-	-
Motel		22.22	-	-
Lodge	10.5	22.22	-	-
Housekeeping Cottage	15.8	11.11	-	-
Own Cottage	-	-	-	-
Provincial Campsite	26.3	44.45	-	-
A Friend's House or Relative's Home	-	-	-	-
Other	5.3	-	-	-
Did not State	5.3	-	-	-
<u>Total</u>	100.0%	100.00%	-	-

Based on Number of Respondents

9

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO MADAWASKA VALLEY VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	11.11	-
Two	11.11	-
Three	11.11	
Four	-	-
Five	-	-
Six	-	-
Seven	-	-
Eight	11.11	-
Nine	-	-
Ten or More	55.56	-
<u>Total</u>	100.00%	-

Based on Number of Respondents

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING MADAWASKA VALLEY
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	33.34	-	-	-
Pleasant Summer Climate	-	11.11	-	-
Touring the Province	-	22.23	-	-
Scenery & Natural Beauty	-	22.22	-	-
Historic Sites	-	-	-	-
Business Purposes	11.11	-	-	-
Attending a Special Event	11.11	-	-	-
Visiting Cities	11.11	-	-	-
Fishing	11.11	11.11	-	-
Hunting	11.11	-	-	-
Camping - Tent	-	-	-	-
Camping - Trailer	-	11.11	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	11.11	11.11	-	-
Hobbies (collecting minerals, etc.)	-	11.11	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
Total	100.00%	100.00%	-	-
Based on Number of Respondents	9	9		

Highlands of Haliburton

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	9.09	7.69
New York	15.15	19.23
Ohio	3.03	11.53
New Jersey	-	-
Massachusetts	-	3.85
Pennsylvania	3.03	3.85
Illinois	-	-
Indiana	-	-
Wisconsin	3.03	-
Minnesota	-	-
Other U.S.	-	-
Quebec	9.09	-
Manitoba	-	-
Other Canada	57.58	53.85
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO HIGHLANDS OF HALIBURTON VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (54.5)	-	* (50.0)	-
Motel		27.27		-
Lodge	27.3	-	25.0	-
Housekeeping Cottage	-	45.46	-	-
Own Cottage	-	-	-	-
Provincial Campsite	9.1	-	25.0	-
A Friend's House or Relative's Home	-	9.09	-	-
Other	9.1	18.18	-	-
Did not state	-	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	-

Based on Number of Respondents

11

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO HIGHLANDS OF HALIBURTON VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	-	-
Two	8.33	-
Three	-	-
Four	-	-
Five	8.33	-
Six	8.33	-
Seven	-	-
Eight	-	-
Nine	-	-
Ten or More	75.01	-
<u>Total</u>	100.00%	-

Based on Number of Respondents

12

MAIN REASONS - FIRST PREFERENCE AND SECOND PREFERENCE - FOR VISITING
HIGHLANDS OF HALIBURTON VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)

TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	50.01	8.33	-	-
Pleasant Summer Climate	-	8.33	-	-
Touring the Province	16.67	-	-	-
Scenery & Natural Beauty	8.33	41.68	-	-
Historic Sites	-	8.33	-	-
Business Purposes	-	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	8.33	-	-	-
Fishing	8.33	16.67	-	-
Hunting	-	-	-	-
Camping - Tent	8.33	-	-	-
Camping - Trailer	-	-	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	8.33	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	8.33	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
<u>Total</u>	100.00%	100.00%		
Based on Number of Respondents	12	12		

VACATION AREA NO. 18

MuskokaTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	12.53	12.11
New York	8.70	6.92
Ohio	4.86	4.84
New Jersey	1.53	0.69
Massachusetts	0.77	0.69
Pennsylvania	4.86	4.50
Illinois	1.53	0.69
Indiana	0.77	0.35
Wisconsin	0.51	-
Minnesota	0.26	-
Other U.S.	5.63	4.15
Quebec	1.79	2.08
Manitoba	0.51	1.04
Other Canada	55.75	61.94
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

NUMBER OF VISITS TO MUSKOKA VACATION AREA BY U.S. AND CANADIAN
(INCLUDING ONTARIO) TOURISTS - 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (36.7	3.23	* (27.3	-
Motel	(43.00	(40.00
Lodge	32.3	33.33	18.2	20.00
Housekeeping Cottage	8.2	8.60	9.0	-
Own Cottage	-	1.08	-	-
Provincial Campsite	13.9	7.53	27.3	40.00
A Friend's House or Relative's Home	-	2.15	-	-
Other	5.7	1.08	18.2	-
Did not state	3.2	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of
Respondents

93

10

(*) Hotel and Motel accommodation were grouped in 1965

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING
ONTARIO) VISITORS TO MUSKOKA VACATION AREA - 1965 AND 1966

Times Visited	U.S.	Canadians
	%	%
One	6.93	-
Two	3.96	10.00
Three	2.97	-
Four	4.95	10.00
Five	0.99	-
Six	1.98	-
Seven	2.97	-
Eight	0.99	-
Nine	-	-
Ten or More	74.26	80.00
<u>Total</u>	100.00%	100.00%

Based of Number of Respondents

101

10

TABLE IV

MAIN REASONS - FIRST PREFERENCE AND SECOND PREFERENCE - FOR VISITING
MUSKOKA VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	42.71	9.47	10.00	10.00
Pleasant Summer Climate	4.17	32.64	10.00	10.00
Touring the Province	18.75	7.37	70.00	-
Scenery & Natural Beauty	14.58	22.11	-	60.00
Historic Sites	-	5.26	-	-
Business Purposes	5.21	-	-	-
Attending a Special Event	2.08	3.16	-	-
Visiting Cities	-	1.05	-	-
Fishing	5.21	12.63	-	-
Hunting	-	-	-	-
Camping - Tent	2.08	-	-	-
Camping - Trailer	1.04	-	-	-
Boating	-	-	-	10.00
Cruising	-	-	-	-
Canoeing	-	2.11	10.00	-
Other Water Sports	1.04	1.05	-	-
Winter Sports	-	1.05	-	-
Honeymoon	3.13	1.05	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc)	-	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	1.05	-	10.00
Total	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	96	95	10	10

VACATION AREA NO. 19

Grey BruceTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	51.58	49.21
New York	3.17	7.33
Ohio	7.69	5.76
New Jersey	0.45	1.05
Massachusetts	0.45	-
Pennsylvania	1.81	-
Illinois	2.26	1.57
Indiana	1.36	1.05
Wisconsin	0.45	-
Minnesota	-	-
Other U.S.	5.89	4.71
Quebec	1.36	1.57
Manitoba	0.45	0.52
Other Canada	23.08	27.23
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO GREY BRUCE VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(53.7 (1.60	*(42.9 (-
Motel		48.80		75.00
Lodge	8.6	15.20	-	-
Housekeeping Cottage	9.3	7.20	14.3	-
Own Cottage	-	3.20	-	-
Provincial Campsite	19.8	12.00	14.3	-
A Friend's House or Relative's Home	-	8.00	-	25.00
Other	5.6	4.00	14.3	-
Did not state	3.0	-	14.2	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

125

8

(*) Hotel and Motel accommodation were grouped in 1965

TABIE III

NUMBER OF VISITS TO GREY BRUCE VACATION AREA BY U.S.
AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	3.70	12.50
Two	5.19	-
Three	5.19	-
Four	3.70	-
Five	2.22	-
Six	7.41	-
Seven	2.22	-
Eight	1.48	-
Nine	0.74	-
Ten or More	68.15	87.50
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

135

8

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING GREY BRUCE
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	45.32	8.06	25.00	12.50
Pleasant Summer Climate	8.59	16.13	-	25.00
Touring the Province	14.06	7.26	25.00	12.50
Scenery & Natural Beauty	10.16	26.61	-	25.00
Historic Sites	0.78	8.87	-	12.50
Business Purposes	-	1.61	-	-
Attending a Special Event	4.69	4.03	12.50	-
Visiting Cities	3.13	3.23	12.50	-
Fishing	6.25	10.48	-	12.50
Hunting	0.78	-	-	-
Camping - Tent	2.34	2.42	-	-
Camping - Trailer	-	3.23	-	-
Boating	0.78	0.81	-	-
Cruising	-	-	-	-
Canoeing	-	0.81	-	-
Other Water Sports	-	3.23	-	-
Winter Sports	-	1.61	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	0.78	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	2.34	1.61	25.00	-
Total	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	128	124	8	8

Parry Sound

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	13.14	10.13
New York	9.14	7.59
Ohio	14.86	6.33
New Jersey	1.72	1.90
Massachusetts	0.57	1.27
Pennsylvania	4.00	6.96
Illinois	1.72	0.63
Indiana	2.29	-
Wisconsin	-	0.63
Minnesota	1.14	1.26
Other U.S.	5.14	5.70
Quebec	1.14	1.27
Manitoba	-	-
Other Canada	45.14	56.33
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO PARRY SOUND VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(23.4	1.56	*(75.0	-
Motel	(31.25	(50.00
Lodge	16.0	14.06	-	-
Housekeeping Cottage	14.9	4.69	-	-
Own Cottage	-	1.56	-	-
Provincial Campsite	37.2	42.19	25.0	50.00
A Friend's House or Relative's Home	-	1.56	-	-
Other	7.5	3.13	-	-
Did not state	1.0	-	-	-
Total	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

64

2

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO PARRY SOUND VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS
1966

Times Visited	U.S.	Canadians
	%	%
One	5.97	-
Two	5.97	-
Three	5.97	-
Four	4.48	-
Five	4.48	-
Six	4.48	-
Seven	2.99	-
Eight	-	-
Nine	-	-
Ten or More	65.66	100.00%
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

67

2

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING PARRY SOUND
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	33.34	12.70	50.00	-
Pleasant Summer Climate	6.35	12.70	-	50.00
Touring the Province	15.87	7.94	50.00	-
Scenery & Natural Beauty	3.17	28.56	-	-
Historic Sites	-	4.76	-	50.00
Business Purposes	1.59	-	-	-
Attending a Special Event	-	1.59	-	-
Visiting Cities	3.17	3.17	-	-
Fishing	19.06	14.29	-	-
Hunting	-	4.76	-	-
Camping - Tent	11.11	4.76	-	-
Camping - Trailer	3.17	1.59	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	1.59	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	3.17	1.59	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	63	63	2	2

VACATION AREA NO. 21

Algonquin ParkTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	12.69	9.87
New York	13.71	12.50
Ohio	9.14	11.18
New Jersey	3.55	2.63
Massachusetts	-	-
Pennsylvania	7.61	5.26
Illinois	2.03	1.32
Indiana	2.54	0.66
Wisconsin	1.02	-
Minnesota	-	-
Other U.S.	10.15	7.24
Quebec	3.04	1.32
Manitoba	0.51	0.65
Other Canada	34.01	47.37
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO ALGONQUIN PARK VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((18.7 (-	*((37.5 (-
Motel		22.54		33.33
Lodge	5.7	5.63	-	-
Housekeeping Cottage	1.6	4.23	12.5	-
Own Cottage	-	-	-	-
Provincial Campsite	71.5	66.19	37.5	66.67
A Friend's House or Relative's Home	-	-	-	-
Other	1.6	1.41	-	-
Did not state	0.9	-	12.5	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents 71 3

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III
NUMBER OF VISITS TO ALGONQUIN PARK VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	9.09	-
Two	5.19	66.67
Three	5.19	-
Four	5.19	-
Five	3.90	-
Six	1.30	-
Seven	2.60	-
Eight	-	-
Nine	-	-
Ten or More	67.54	33.33
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents 77 3

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING ALGONQUIN PARK
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	28.76	6.85	66.67	-
Pleasant Summer Climate	4.11	23.28	-	33.34
Touring the Province	12.33	8.22	-	33.33
Scenery & Natural Beauty	13.70	21.92	-	-
Historic Sites	-	1.37	-	-
Business Purposes	-	-	-	-
Attending a Special Event	1.37	-	-	-
Visiting Cities	-	-	-	-
Fishing	12.33	12.33	-	33.33
Hunting	-	1.37	-	-
Camping - Tent	13.70	10.96	33.33	-
Camping - Trailer	8.22	2.74	-	-
Boating	-	4.11	-	-
Cruising	-	-	-	-
Canoeing	4.11	4.11	-	-
Other Water Sports	-	1.37	-	-
Winter Sports	-	-	-	-
Honeymoon	1.37	-	-	-
Reasonable Costs	-	1.37	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	73	73	3	3

Nipissing

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	9.49	17.29
New York	12.03	3.76
Ohio	16.46	19.55
New Jersey	0.63	0.75
Massachusetts	0.63	1.50
Pennsylvania	15.19	11.29
Illinois	1.27	1.50
Indiana	1.27	0.75
Wisconsin	0.63	0.75
Minnesota	-	0.75
Other U.S.	8.23	10.53
Quebec	1.26	2.26
Manitoba	-	0.75
Other Canada	32.91	28.57
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO NIPISSING VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(37.4	3.45	-	16.67
Motel	(34.48	-	33.33
Lodge	13.1	13.79	-	-
Housekeeping Cottage	4.0	8.05	-	33.33
Own Cottage	-	2.30	-	-
Provincial Campsite	38.4	33.33	100.0	16.67
A Friend's House or Relative's Home	-	1.15	-	-
Other	3.0	3.45	-	-
Did not state	4.1	-	-	-
<u>Total</u>	100.0%	100.00%	100.00%	100.00%

Based on number of Respondents

87

6

(*) Hotel and Motel accommodation were grouped in 1965

NUMBER OF VISITS TO NIPISSING VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	4.40	-
Two	9.89	-
Three	6.59	16.67
Four	6.59	-
Five	1.10	-
Six	1.10	-
Seven	2.20	-
Eight	-	-
Nine	-	-
Ten or More	68.13	83.33
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

91

6

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING NIPISSING

VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	23.86	11.63	-	-
Pleasant Summer Climate	4.55	9.30	-	-
Touring the Province	20.44	10.47	33.33	33.33
Scenery & Natural Beauty	6.82	23.25	-	33.33
Historic Sites	2.27	6.98	16.67	-
Business Purposes	1.14	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	2.27	3.49	-	-
Fishing	23.86	11.63	33.33	-
Hunting	-	-	-	-
Camping - Tent	3.41	5.81	16.67	-
Camping - Trailer	4.55	6.98	-	-
Boating	2.27	3.49	-	16.67
Cruising	-	-	-	-
Canoeing	-	1.16	-	16.67
Other Water Sports	1.14	3.49	-	-
Winter Sports	-	-	-	-
Honeymoon	1.14	-	-	-
Reasonable Costs	-	1.16	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	1.14	-	-	-
Other	1.14	1.16	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	88	86	6	6

VACATION AREA NO. 23

TABLE ISudburyORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	15.91	21.95
New York	8.33	7.32
Ohio	13.64	14.63
New Jersey	1.52	-
Massachusetts	2.27	2.44
Pennsylvania	3.79	4.88
Illinois	3.03	2.44
Indiana	1.51	1.22
Wisconsin	1.51	2.44
Minnesota	-	1.22
Other U.S.	12.88	7.32
Quebec	1.52	3.65
Manitoba	0.76	-
Other Canada	33.33	30.49
<u>Total</u>	100.00%	100.00%

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO SUDBURY VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(53.6 (-	*(37.5 (-
Motel		50.94		33.33
Lodge	10.7	26.42	-	-
Housekeeping Cottage	1.2	-	-	16.67
Own Cottage	-	-	-	-
Provincial Campsite	25.0	15.09	62.5	50.00
A Friend's House or Relative's Home	-	1.89	-	-
Other	4.8	5.66	-	-
Did not state	4.7	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on number of Respondents

53

6

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO SUDBURY VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	7.41	-
Two	5.56	16.67
Three	5.56	-
Four	7.41	16.67
Five	1.85	-
Six	1.85	-
Seven	3.70	-
Eight	-	-
Nine	-	-
Ten or More	66.66	66.66
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

54

6

TABLe IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING SUDBURY
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	<u>Americans</u>		<u>Canadians</u>	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	20.74	8.16	33.33	-
Pleasant Summer Climate	5.66	8.16	-	-
Touring the Province	24.53	8.16	50.00	-
Scenery & Natural Beauty	11.32	24.50	16.67	33.33
Historic Sites	-	8.16	-	-
Business Purposes	-	-	-	-
Attending a Special Event	1.89	-	-	-
Visiting Cities	-	6.12	-	50.00
Fishing	24.53	16.34	-	-
Hunting	1.89	4.08	-	-
Camping - Tent	1.89	6.12	-	-
Camping - Trailer	5.66	2.04	-	-
Boating	-	2.04	-	16.67
Cruising	-	2.04	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	2.04	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	2.04	-	-
Other	1.89	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	53	49	6	6

VACATION AREA NO. 24

ManitoulinTABLE IORIGINS OF VISITORS1965 - 1966

	1965	1966
	%	%
Michigan	35.11	25.88
New York	2.13	3.53
Ohio	10.64	21.17
New Jersey	1.06	2.35
Massachusetts	-	-
Pennsylvania	4.26	2.35
Illinois	4.26	8.23
Indiana	3.19	1.18
Wisconsin	-	-
Minnesota	-	1.18
Other U.S.	9.57	8.24
Quebec	-	1.18
Manitoba	1.06	1.18
Other Canada	28.72	23.53
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO MANITOULIN VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (42.4	1.61	-	-
Motel	(37.10	-	100.00
Lodge	15.2	22.58	-	-
Housekeeping Cottage	15.2	9.68	-	-
Own Cottage	-	1.61	-	-
Provincial Campsite	24.2	22.58	100.0	-
A Friend's House or Relative's Home	-	1.61	-	-
Other	-	3.23	-	-
Did not state	3.0	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

62

2

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO MANITOULIN VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	1.59	-
Two	19.05	-
Three	4.76	-
Four	7.94	-
Five	6.35	-
Six	11.11	-
Seven	1.59	-
Eight	1.59	-
Nine	-	-
Ten or more	46.02	100.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

63

2

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
MANITOULIN VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	35.49	6.56	-	50.00
Pleasant Summer Climate	11.29	11.48	-	-
Touring the Province	16.13	6.56	-	50.00
Scenery & Natural Beauty	9.68	42.61	100.00	-
Historic Sites	-	1.64	-	-
Business Purposes	-	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	-	-	-	-
Fishing	22.58	13.11	-	-
Hunting	-	-	-	-
Camping - Tent	1.61	6.56	-	-
Camping - Trailer	-	4.92	-	-
Boating	-	-	-	-
Cruising	1.61	1.64	-	-
Canoeing	-	-	-	-
Other Water Sports	-	1.64	-	-
Winter Sports	-	1.64	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	1.64	-	-
Other	1.61	-	-	-
Total	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	62	61	2	2

AlgomaTABLE IORIGINS OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	29.01	28.25
New York	2.29	2.91
Ohio	6.79	7.45
New Jersey	0.84	1.00
Massachusetts	0.76	0.91
Pennsylvania	1.53	1.54
Illinois	10.92	10.63
Indiana	5.88	5.72
Wisconsin	10.53	9.81
Minnesota	9.01	6.99
Other U.S.	13.82	15.17
Quebec	0.38	0.45
Manitoba	0.61	0.18
Other Canada	7.63	8.99
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO ALGOMA VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (56.2)	2.25	* (50.0)	-
Motel		58.31		64.71
Lodge	2.0	3.60	-	-
Housekeeping Cottage	2.2	1.80	4.2	-
Own Cottage	-	0.22	-	-
Provincial Campsite	34.4	26.74	41.7	29.41
A Friend's House or Relative's Home	-	0.90	-	-
Other	1.8	6.18	-	5.88
Did not state	3.4	-	4.1	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

890

17

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO ALGOMA VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	7.24	16.67
Two	9.15	5.56
Three	6.54	11.11
Four	4.33	-
Five	3.62	5.56
Six	1.41	-
Seven	0.80	-
Eight	0.30	-
Nine	0.20	-
Ten or More	66.41	61.10
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

994

18

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING
ALGOMA VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	22.68	7.04	5.88	5.88
Pleasant Summer Climate	5.64	8.38	5.88	5.88
Touring the Province	29.19	17.09	41.19	23.54
Scenery & Natural Beauty	16.83	33.63	17.65	5.88
Historic Sites	3.51	7.49	-	11.76
Business Purposes	0.32	0.67	5.88	-
Attending a Special Event	0.64	0.67	5.88	-
Visiting Cities	4.58	6.82	5.88	17.65
Fishing	6.07	6.37	-	5.88
Hunting	0.32	0.56	-	-
Camping - Tent	2.13	4.02	-	17.65
Camping - Trailer	3.41	2.79	11.76	-
Boating	0.53	0.11	-	5.88
Cruising	-	0.11	-	-
Canoeing	-	0.22	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	0.96	0.11	-	-
Reasonable Costs	0.21	0.34	-	-
Scientific Interests	0.21	0.11	-	-
Hobbies (collecting minerals, etc.)	0.11	0.34	-	-
Visiting a Foreign Country	1.49	2.35	-	-
Other	1.17	0.78	-	-
Total	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	939	895	17	17

VACATION AREA NO. 26

Golden Route - 101TABLE IORIGIN OF VISITORS1965 - 1966

	1965	1966
	%	%
Michigan	33.33	43.55
New York	1.51	1.60
Ohio	10.61	12.10
New Jersey	1.51	-
Massachusetts	1.52	-
Pennsylvania	-	0.81
Illinois	3.03	2.42
Indiana	6.06	4.03
Wisconsin	4.55	4.03
Minnesota	3.03	0.81
Other U.S.	15.15	6.45
Quebec	1.52	0.81
Manitoba	-	0.81
Other Canada	18.18	22.58
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO GOLDEN ROUTE - 101 VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((20.0 (-	*{ 100.0 (-
Motel		19.74		25.00
Lodge	4.0	22.35	-	-
Housekeeping Cottage	10.0	1.32	-	-
Own Cottage	-	1.32	-	25.00
Provincial Campsite	56.0	36.84	-	25.00
A Friend's House or Relative's Home	-	1.32	-	25.00
Other	2.0	17.11	-	-
Did not state	8.0	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

76

4

(*) Hotel and Motel accommodation were grouped in 1965

TAB E III

NUMBER OF VISITS TO GOLDEN ROUTE - 101
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO)
TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	3.19	-
Two	14.89	20.00
Three	11.70	-
Four	6.38	-
Five	4.26	-
Six	-	-
Seven	3.19	-
Eight	-	-
Nine	-	-
Ten or More	56.39	80.00
Total	100.00%	100.00%

Based on Number of Respondents

94

5

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING

GOLDEN ROUTE - 101 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	14.29	3.41	-	50.00
Pleasant Summer Climate	5.49	5.68	-	-
Touring the Province	12.09	5.68	-	-
Scenery & Natural Beauty	10.99	20.45	-	25.00
Historic Sites	-	3.41	-	-
Business Purposes	-	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	2.20	2.27	25.00	25.00
Fishing	45.05	23.87	25.00	-
Hunting	2.20	2.27	-	-
Camping - Tent	5.49	7.95	25.00	-
Camping - Trailer	1.10	21.59	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoelng	-	1.14	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	1.14	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	1.10	1.14	-	-
Other	-	-	25.00	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	91	88	4	4

Timiskaming

TABLE I

ORIGIN OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	9.09	11.77
New York	4.55	-
Ohio	31.82	5.88
New Jersey	-	-
Massachusetts	-	-
Pennsylvania	9.09	5.88
Illinois	-	-
Indiana	-	-
Wisconsin	-	-
Minnesota	4.54	-
Other U.S.	13.64	11.77
Quebec	-	5.88
Manitoba	-	-
Other Canada	27.27	58.82
Total	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO TIMISKAMING VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((25.0 (-	-	-
Motel		33.33	-	33.33
Lodge	12.5	50.00	-	-
Housekeeping Cottage	25.0	-	-	-
Own Cottage	-	-	-	-
Provincial Campsite	25.0	16.67	-	-
A Friend's House or Relative's Home	-	-	-	-
Other	-	-	-	66.67
Did not state	12.5	-	-	-
<u>Total</u>	100.0%	100.00%	-	100.00%

Based on Number of Respondents

6

3

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO TIMISKAMING VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	-	-
Two	-	-
Three	16.67	-
Four	-	-
Five	16.67	-
Six	-	-
Seven	16.67	-
Eight	-	-
Nine	-	-
Ten or More	49.99	100.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

6

3

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING TIMISKAMING
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Americans
Canadians

	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	-	-	-	-
Pleasant Summer Climate	-	-	-	-
Touring the Province	16.67	16.67	-	50.00
Scenery & Natural Beauty	16.67	33.33	-	50.00
Historic Sites	-	-	33.33	-
Business Purposes	-	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	-	-	-	-
Fishing	49.99	16.67	-	-
Hunting	-	-	-	-
Camping - Tent	-	-	-	-
Camping - Trailer	-	-	33.33	-
Boating	-	33.33	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	16.67	-	-	-
Other	-	-	33.34	-
Total	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	6	6	3	2

James Bay FrontierTABLE IORIGIN OF VISITORS1965 AND 1966

	1965	1966
	%	%
Michigan	21.62	19.05
New York	2.70	7.14
Ohio	5.41	7.14
New Jersey	5.41	2.39
Massachusetts	-	-
Pennsylvania	10.81	9.52
Illinois	5.41	7.14
Indiana	5.40	4.76
Wisconsin	-	-
Minnesota	2.70	-
Other U.S.	8.11	4.76
Quebec	2.70	-
Manitoba	-	-
Other Canada	29.73	38.10
<u>Total</u>	100.00%	100.00%

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO JAMES BAY FRONTIER VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (40.0 (-	* (100.0 (-
Motel		42.30		-
Lodge	12.0	11.54	-	-
Housekeeping Cottage	4.0	3.85	-	-
Own Cottage	-	-	-	-
Provincial Campsite	36.0	38.46	-	-
A Friend's House or Relative's Home	-	-	-	100.0%
Other	4.0	3.85	-	-
Did not state	4.0	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of Respondents

26

1

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO JAMES BAY FRONTIER VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	11.54	-
Two	-	-
Three	-	-
Four	3.85	-
Five	7.69	-
Six	-	-
Seven	-	-
Eight	-	-
Nine	-	-
Ten or More	76.92	100.00
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

26

1

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING JAMES BAY FRONTIER
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	4.00	-	-	-
Pleasant Summer Climate	4.00	-	-	-
Touring the Province	36.00	27.26	-	100.00
Scenery & Natural Beauty	20.00	36.35	100.00	-
Historic Site	-	13.64	-	-
Business Purposes	-	-	-	-
Attending a Special Event	-	-	-	-
Visiting Cities	4.00	-	-	-
Fishing	16.00	4.55	-	-
Hunting	4.00	4.55	-	-
Camping - Tent	4.00	4.55	-	-
Camping - Trailer	4.00	4.55	-	-
Boating	-	-	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	-	-	-
Winter Sports	-	-	-	-
Honeymoon	-	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	-	4.55	-	-
Other	4.00	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	25	22	1	1

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	15.99	26.71
New York	1.21	1.23
Ohio	3.47	4.52
New Jersey	0.45	0.41
Massachusetts	0.90	0.27
Pennsylvania	0.75	1.37
Illinois	7.39	8.63
Indiana	3.77	4.93
Wisconsin	9.35	9.19
Minnesota	24.74	15.89
Other U.S.	16.74	12.47
Quebec	0.91	1.23
Manitoba	3.92	3.70
Other Canada	10.41	9.45
<u>Total</u>	100.00%	100.00%

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO UPPER LAKE SUPERIOR VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((45.2 (0.72	*((42.8 (2.27
Motel		44.33		40.92
Lodge	5.0	4.31	-	-
Housekeeping Cottage	3.1	1.08	2.4	2.27
Own Cottage	-	0.54	-	-
Provincial Campsite	39.0	43.81	52.4	36.36
A Friend's House or Relative's Home	-	1.08	-	11.36
Other	1.6	4.13	2.4	6.82
Did not state	6.1	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on Number of
Respondents

557

44

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO UPPER LAKE SUPERIOR VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	7.84	6.82
Two	9.12	9.09
Three	7.04	4.55
Four	4.00	4.55
Five	3.84	11.36
Six	1.92	2.27
Seven	0.64	2.27
Eight	0.32	-
Nine	-	-
Ten or More	65.28	59.09
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents 625 44

VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	25.69	8.47	20.46	6.98
Pleasant Summer Climate	6.34	6.70	4.55	4.65
Touring the Province	21.06	18.69	20.46	20.92
Scenery & Natural Beauty	17.12	32.63	18.18	30.22
Historic Sites	0.34	5.82	-	2.33
Business Purposes	-	-	6.82	2.33
Attending a Special Event	0.34	-	-	-
Visiting Cities	2.23	3.00	2.27	9.29
Fishing	15.24	10.76	6.82	6.98
Hunting	0.17	1.06	-	2.33
Camping - Tent	5.14	3.70	6.82	6.98
Camping - Trailer	4.11	4.94	2.27	2.33
Boating	-	0.88	2.27	-
Cruising	-	0.53	-	-
Canoeing	0.17	-	-	-
Other Water Sports	-	0.35	-	-
Winter Sports	-	-	2.27	-
Honeymoon	0.86	0.18	2.27	-
Reasonable Costs	-	0.35	-	-
Scientific Interests	0.17	-	-	2.33
Hobbies (collecting minerals, etc.)	-	0.18	2.27	-
Visiting a Foreign Country	0.51	1.41	-	-
Other	0.51	0.35	2.27	2.33
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	584	567	44	43

Rainy River

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	2.15	1.60
New York	1.17	0.32
Ohio	0.59	1.28
New Jersey	0.20	-
Massachusetts	0.39	0.32
Pennsylvania	0.59	1.28
Illinois	13.09	10.90
Indiana	2.73	5.13
Wisconsin	6.44	8.01
Minnesota	34.37	28.21
Other U.S.	24.80	30.77
Quebec	-	0.32
Manitoba	5.47	4.81
Other Canada	8.01	7.05
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO RAINY RIVER VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	* (36.7)	2.51	*(43.2)	-
Motel		31.38		36.00
Lodge	5.0	7.53	-	-
Housekeeping Cottage	6.1	9.21	2.7	4.00
Own Cottage	-	1.26	-	-
Provincial Campsite	38.0	34.72	37.9	32.00
A Friend's House or Relative's Home	-	1.67	-	24.00
Other	6.6	11.72	16.2	4.00
Did not state	7.6	-	-	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on number of respondents

239

25

(*) Hotel and Motel accommodation were grouped in 1965

NUMBER OF VISITS TO RAINY RIVER VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	7.67	20.00
Two	4.01	8.00
Three	6.94	-
Four	5.48	12.00
Five	4.01	16.00
Six	0.73	4.00
Seven	1.09	-
Eight	1.09	-
Nine	0.36	-
Ten or More	68.62	40.00
<u>Total</u>	100.00%	100.00%

Based on number of Respondents

274

25

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING RAINY RIVER
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	22.72	11.11	29.16	8.70
Pleasant Summer Climate	3.03	6.51	4.17	13.04
Touring the Province	15.52	8.05	20.83	8.70
Scenery & Natural Beauty	19.31	30.66	8.33	39.12
Historic Sites	1.14	7.28	-	-
Business Purposes	0.76	0.38	4.17	-
Attending a Special Event	0.76	-	8.33	8.70
Visiting Cities	0.38	5.36	4.17	-
Fishing	17.05	14.18	4.17	13.04
Hunting	0.38	0.77	-	-
Camping - Tent	4.17	4.21	12.50	4.35
Camping - Trailer	3.79	3.83	-	-
Boating	-	1.92	-	4.35
Cruising	0.76	0.77	-	-
Canoeing	0.38	0.38	-	-
Other Water Sports	-	0.38	-	-
Winter Sports	-	-	-	-
Honeymoon	0.76	-	-	-
Reasonable Costs	-	0.98	-	-
Scientific Interests	0.38	-	-	-
Hobbies (collecting minerals, etc.)	-	-	-	-
Visiting a Foreign Country	3.79	3.83	-	-
Other	4.92	-	4.17	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	264	261	24	23

Lake of the Woods

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	4.18	5.29
New York	2.99	3.24
Ohio	1.08	2.06
New Jersey	0.95	0.74
Massachusetts	0.60	0.88
Pennsylvania	0.84	1.03
Illinois	6.81	6.03
Indiana	2.15	2.06
Wisconsin	6.45	4.41
Minnesota	13.74	13.24
Other U.S.	23.30	24.26
Quebec	1.79	3.38
Manitoba	12.54	14.12
Other Canada	22.58	19.26
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TABLE II

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)
VISITORS TO LAKE OF THE WOODS VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*(43.3 (2.93	*(38.9 (1.86
Motel		39.13		34.16
Lodge		7.09		3.73
Housekeeping Cottage		8.07		11.18
Own Cottage	-	1.22	-	3.73
Provincial Campsite	38.5	33.74	34.3	32.30
A Friend's House or Relative's Home	-	2.20	-	4.97
Other	2.5	5.62	8.0	8.07
Did not state	3.0	-	3.9	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on number of Respondents

409

161

(*) Hotel and Motel accommodation were grouped in 1965

TABLE III

NUMBER OF VISITS TO LAKE OF THE WOODS VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS -1966

Times Visited	U.S.	Canadians
	%	%
One	10.70	4.60
Two	8.60	9.77
Three	10.23	10.34
Four	5.12	6.90
Five	3.72	5.75
Six	1.40	4.02
Seven	0.93	2.87
Eight	-	0.57
Nine	0.47	-
Ten or More	58.83	55.18
<u>Total</u>	100.00%	100.00%

Based on Number of Respondents

430

174

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING LAKE OF THE WOODS
VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	Americans		Canadians	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	16.98	11.84	23.80	10.78
Pleasant Summer Climate	4.55	8.45	3.57	11.38
Touring the Province	24.15	16.44	20.82	12.56
Scenery & Natural Beauty	16.75	28.27	14.28	28.73
Historic Sites	1.91	5.07	1.19	5.39
Business Purposes	0.48	1.45	3.57	1.80
Attending a Special Event	0.48	0.97	0.60	1.80
Visiting Cities	1.44	3.86	1.79	2.40
Fishing	17.22	8.45	6.55	5.99
Hunting	-	0.72	-	-
Camping - Tent	4.55	3.62	7.74	5.39
Camping - Trailer	3.59	2.90	4.17	3.59
Boating	0.24	3.14	1.19	3.59
Cruising	0.24	0.72	1.79	0.60
Canoeing	0.48	0.24	-	-
Other Water Sports	0.24	0.24	0.60	1.80
Winter Sports	-	-	-	0.60
Honeymoon	2.63	0.24	2.38	-
Reasonable Costs	-	0.72	-	0.60
Scientific Interests	-	0.24	0.60	-
Hobbies (collecting minerals, etc.)	0.24	0.24	0.60	-
Visiting a Foreign Country	0.72	0.97	-	0.60
Other	3.11	1.21	4.76	2.40
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on Number of Respondents	418	414	168	167

Patricia

TABLE I

ORIGINS OF VISITORS

1965 AND 1966

	1965	1966
	%	%
Michigan	4.65	6.38
New York	1.16	3.19
Ohio	1.16	3.19
New Jersey	-	-
Massachusetts	1.16	-
Pennsylvania	1.16	1.06
Illinois	16.28	6.38
Indiana	2.33	6.38
Wisconsin	9.30	19.15
Minnesota	13.96	12.77
Other U.S.	31.40	27.66
Quebec	1.16	-
Manitoba	8.14	8.51
Other Canada	8.14	5.33
<u>Total</u>	<u>100.00%</u>	<u>100.00%</u>

TYPE OF ACCOMMODATION USED BY U.S. AND CANADIAN (INCLUDING ONTARIO)

VISITORS TO PATRICIA VACATION AREA - 1965 AND 1966

Type of Accommodation	U.S. Visitors (In Per cent)		Canadian Visitors (In Per cent)	
	1965 %	1966 %	1965 %	1966 %
Hotel	*((19.4 (1.35	*((33.3 (-
Motel		35.15		10.00
Lodge	25.0	13.51	-	10.00
Housekeeping Cottage	11.1	4.05	11.1	20.00
Own Cottage	-	1.35	-	-
Provincial Campsite	43.1	33.78	33.3	30.00
A Friend's House or Relative's Home	-	-	-	30.00
Other	1.4	10.81	11.1	-
Did not state	-	-	11.2	-
<u>Total</u>	100.0%	100.00%	100.0%	100.00%

Based on number of Respondents

74

10

(*) Hotel and Motel accommodation were grouped in 1965.

NUMBER OF VISITS TO PATRICIA VACATION AREA
BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

Times Visited	U.S.	Canadians
	%	%
One	9.88	-
Two	6.17	-
Three	7.41	-
Four	7.41	20.00
Five	4.94	-
Six	3.70	-
Seven	2.47	-
Eight	-	-
Nine	-	-
Ten or More	58.02	80.00
<u>Total</u>	100.00%	100.00%

Based on number of Respondents

81

10

TABLE IV

MAIN REASONS - FIRST AND SECOND PREFERENCE - FOR VISITING PATRICIA
 VACATION AREA BY U.S. AND CANADIAN (INCLUDING ONTARIO) TOURISTS - 1966

	American		Canadian	
	1st Preference	2nd Preference	1st Preference	2nd Preference
	%	%	%	%
Quiet Relaxation	24.68	13.33	20.00	-
Pleasant Summer Climate	3.90	9.33	-	11.11
Touring the Province	9.09	8.00	-	22.22
Scenery & Natural Beauty	7.79	29.34	20.00	22.23
Historic Sites	2.60	-	-	-
Business Purposes	-	-	10.00	-
Attending a Special Event	-	-	-	-
Visiting Cities	1.30	-	-	-
Fishing	45.44	17.34	20.00	22.22
Hunting	-	2.67	-	-
Camping - Tent	3.90	8.00	20.00	11.11
Camping - Trailer	-	9.33	-	-
Boating	-	1.33	-	-
Cruising	-	-	-	-
Canoeing	-	-	-	-
Other Water Sports	-	1.33	-	-
Winter Sports	-	-	-	-
Honeymoon	1.30	-	-	-
Reasonable Costs	-	-	-	-
Scientific Interests	-	-	-	11.11
Hobbies (collecting minerals, etc.)	-	-	10.00	-
Visiting a Foreign Country	-	-	-	-
Other	-	-	-	-
<u>Total</u>	100.00%	100.00%	100.00%	100.00%
Based on number of Respondents	77	75	10	9

DEPARTMENT OF
TOURISM AND INFORMATION

ONTARIO GOVERNMENT RECEPTION CENTRES

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